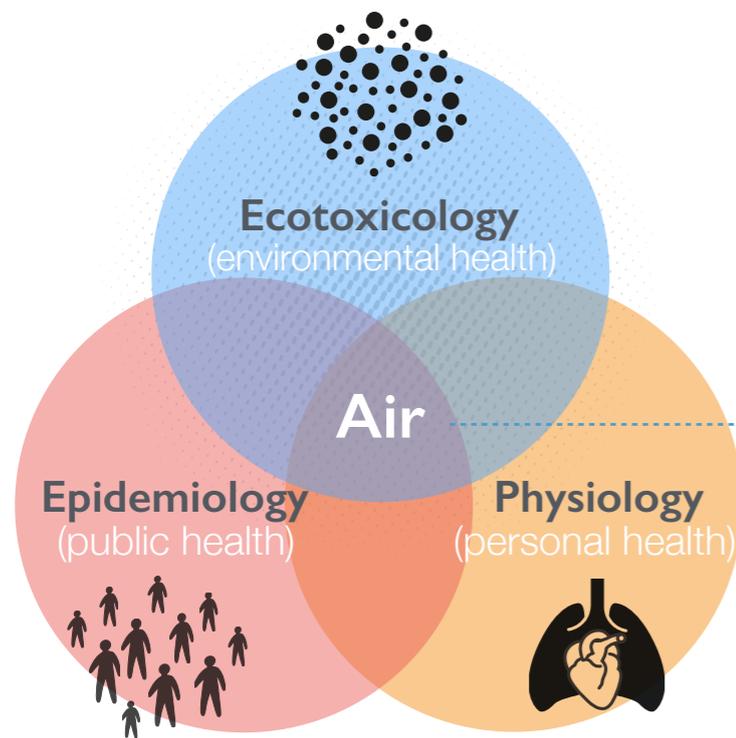


AIRPOP



Air is vital for human life. Unlike food and water, we cannot choose the air we breathe. Ambient air quality is an incredibly consequential external variable in overall human health and global disease burden yet most are unaware of its importance and cumulative health impact. *Clean air matters, every breath counts.*

Air wearables live at the boundary between outside air and internal respiration. They capture specific breath data, via a discreet digital sensor in the face mask, along with real-time, contextual and user data to derive novel health insights.

AirPop, amplifies the potential to non-invasively identify biomarkers that are indicative of metabolic functions to monitor, manage or predict health outcomes, i.e. cardiopulmonary and respiratory disease for large, captive populations confronting ambient particulate matter pollution.

Clean Air Is A Human Right

Air Pollution is a Global Epidemic

6.5M

Premature Deaths

\$3.7T

Welfare Fallout Costs



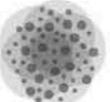
Breathing is a Critical Health Interface

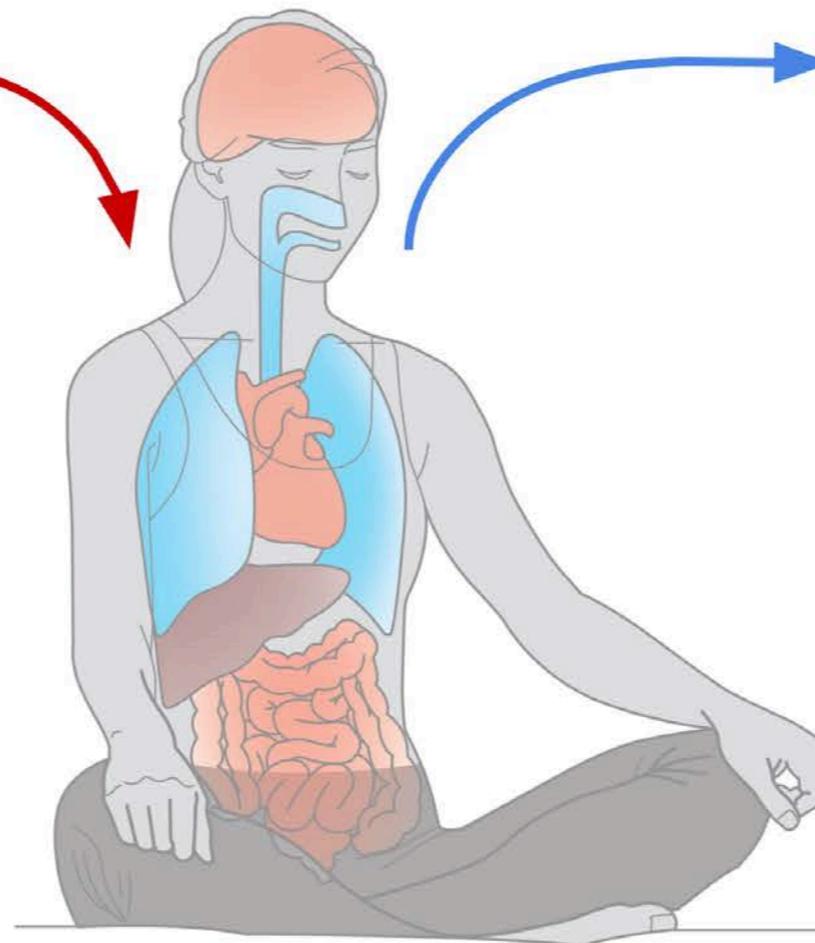
AirPop products focus on both:

Inhale

PROTECT

China & India

-  Tobacco Smoke
-  Lung Damaging Dust
-  Insecticide Aerosol
-  Mold Spores
-  Pulverized Coal Dust
-  Pollen/Allergens
-  Live Bacteria
-  Visible Pollutants



Exhale

DETECT

US & Europe

- Cardiovascular** Heart disease, atherosclerosis, cardiac arrhythmias, arterial plaque, thrombosis
- Respiratory** Inflammation and infection, asthma, chronic obstructive pulmonary disease, lung cancer.
- Nervous** Increase in stroke, brain ischemia, neurodegenerative illness and cognitive function.
- Digestive** Bowel cancer, appendicitis, bowel infections, IBD
- Reproductive** Fetal growth problems, low birth weights, premature births

AirPop Makes Every Breath Count

1.5M

Active Users

\$5.2M

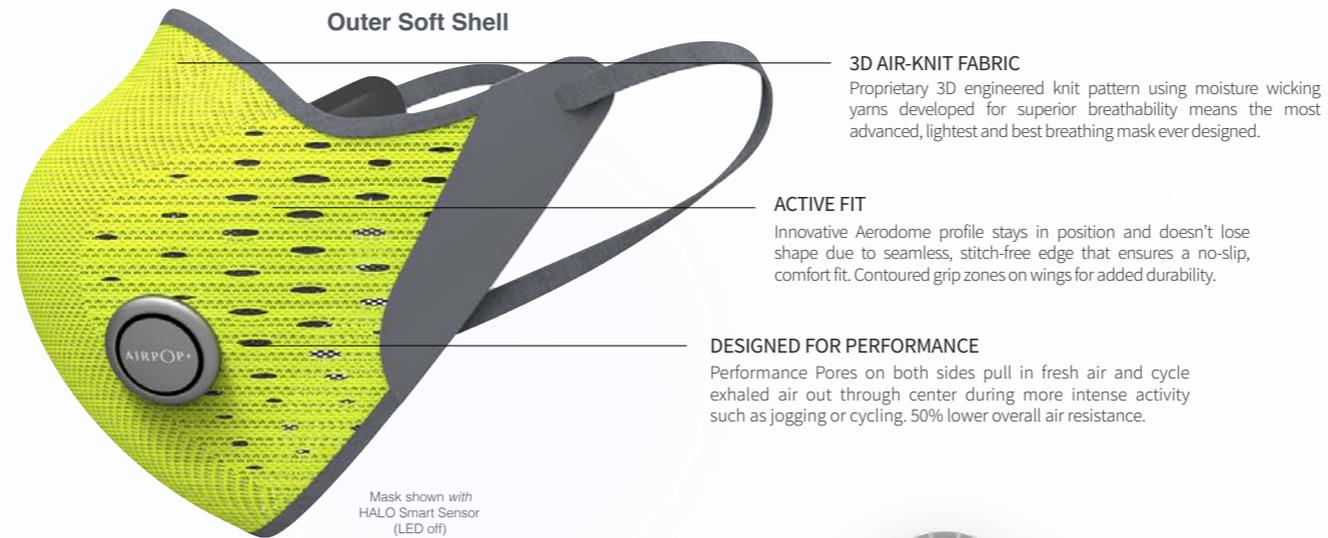
Revenue

70

Net Promoter Score



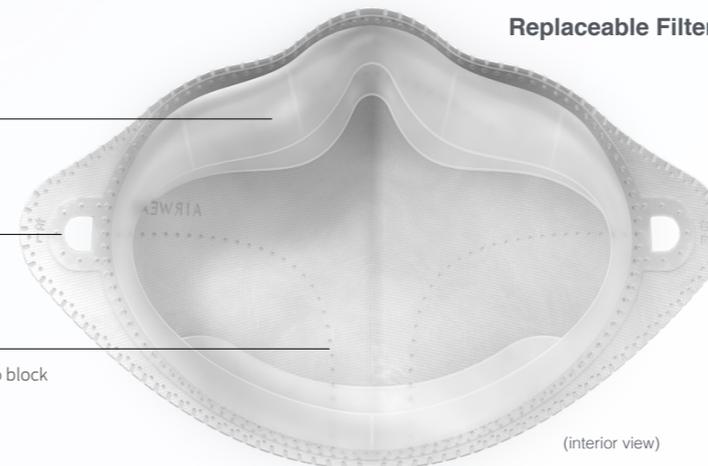
Product Features



360° SOFT TOUCH SEAL
Double membrane is medical-grade & hygienic. Thin, flexible & skin soft for continuous comfort.

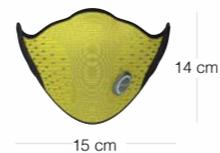
SOFT SECURE SNAP
Self-aligning snaps quickly register the filter into correct position for fast, easy replacement.

99.97% EFFICIENCY FOR PM2.5
2-layer nano-fiber core is electrostatically charged to block ultra-fine particles. Outer layers resist dust & dirt.



Meets requirements of U.S. FDA food grade safety

Specs & Details



Outer Soft Shell (Durable)
Water resistant, hand & machine washable
MATERIAL: 1.6mm nylon jacquard knit
EAR BAND: Polyester 240 mm adjustable
INNER WING: Hypoallergenic TPU
WEIGHT: 13g
COLORS:



Replaceable Filter (Disposable)
LIFE: 8 hours cumulative use
EFFICIENCY: **99.97% PM2.5** | 99.97% PM0.3
MATERIAL: 3-layer spun-bond poly nonwoven
FILTER MEDIA: 2-layer TorayMicron PM0.3
SEAL: Polypropylene frame w/ TPE overmold
WEIGHT: 6.3g

Certifications & Standards

OEKOTEX 100 CLASS 1
Highest textile rating given for human health and safety standards



T/CTCA 1-2015-F95 标准 (相当于 GB2626-2006 KN95 过滤级别)



HOHENSTEIN
DIN EN ISO 10993-5: 2009-10
Skin Friendly, all components



HALO SMART SENSOR

1st generation

Product Features



Outer Ring

HALO Smart Sensor

BREATH CYCLE LIGHT
Inhale/exhale indicator on exterior displays the breath rate of wearer by alternating between two user selected colors. The I/E indicator also assures the user that the Halo is working properly.

DYNAMIC SENSOR ARRAY
Automatically starts recording when it detects user breathing. Captures 5 distinct attributes: *breath rate, air volume, temperature, humidity and air pressure* enabling a unique insight into wearer's respiratory health.

DISCREET DESIGN
Low-profile Halo snaps into soft-shell with secure ring. Sensor sits outside filter and is positioned in-line with user exhaled breath. The circular intake vent evenly distributes airflow across surface of sensors for maximum accuracy.

INTELLIGENT CAPTURE
Supports 2 modes: *Real Time Active* mode displays actual breathing pattern & trend for spontaneous tracking while *Background Passive* mode quietly captures data to sync later.

Main Housing
(user facing)

Compatible with all AirPOP brand soft shells



Specs & Details



Enclosure

HOUSING: ABS
RING: Polycarbonate
WEIGHT: 4 g
COLOR: ● (Silver)

Electronics

BLUETOOTH 4.0: Dialog
BATTERY: CR1632
(6 months continuous use)

Certifications & Standards

RoHS

Lead (Pb): < 1000 ppm
Mercury (Hg): < 100 ppm
Cadmium (Cd): < 100 ppm
Hexavalent Chromium: (Cr VI) < 1000 ppm
Polybrominated Biphenyls (PBB): < 1000 ppm
Polybrominated Diphenyl Ethers (PBDE): < 1000 ppm
Bis(2-Ethylhexyl) phthalate (DEHP): < 1000 ppm

Product Features



AirPOP

INTELLIGENT FEEDBACK

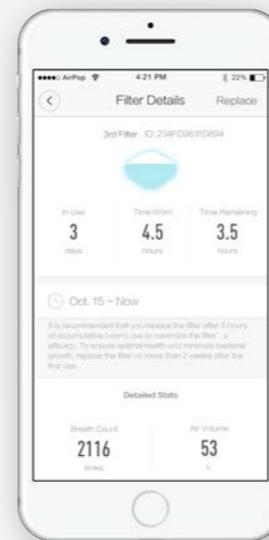
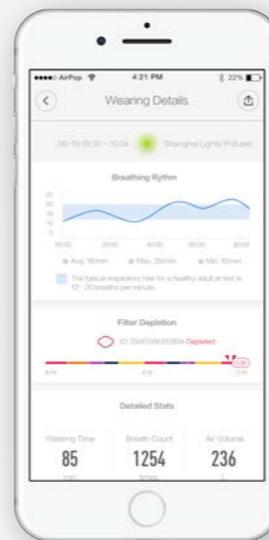
Air health insights and breathing-based guidance. Pair with Halo enabled AirPop masks to view detailed local protection data, filter expiration and breath insights. Link accounts with family & friends for social sharing.

DESIGNED FOR CITY LIFE

Optimize respiratory health during outdoor urban activity.



Homescreen



AIR QUALITY FORECAST
3 hour rolling forecast gives localized alert when wearing mask will be necessary.

BREATHING INSIGHTS
Personalized analysis of user breathing based on wearing behavior and contextual data.

FILTER EXPIRATION
App syncs data from Halo to accurately monitor & alert filter expiry for replacement.

FILTER AUTHENTICATION
Every filter is verifiable as an authentic AirPOP product via QR code on package.

Specs & Details

Information

CATEGORY: Health & Fitness
 UPDATED: Sept 1, 2017
 VERSION: 1.1.0
 SIZE: 11 MB
 LANGUAGES: English, Chinese
 COMPATIBILITY: OS X 10.10 or later

Works exclusively with Halo by AirPOP



Available on iOS and Android App Stores



Compatible with Apple HealthKit



Filter Technology

Inner Strength

The real advantage is what's inside. AirPop's patented 360 adaptive seal and flex frame construction create a fit that's as comfortable as it is correct. The disposable filter blocks 99.97% PM0.3 including dust, bacteria and viral matter.



SNAP IN: Filter self-registers into the soft shell by attaching with two snaps.



FLIP OUT: To adjust fit, simply flip out the top layer of the seal for larger sizes.

Filter Technology

Filter



99.97%

Filter Efficiency PM0.3

The five-layer filter core is electrostatically charged to block ultrafine particles. Outer layers resist dust and dirt.

Form



360°

Ergonomic Flex-Frame

Innovative superlight internal chassis maintains the correct structure, shape and fit when snapped into the shell.

Fit



100%

Airlock Barrier

Two Soft-Touch membranes increase surface area for optimal sealing. Medical-grade, hygienic and comfortable.

Filter Technology

A

Adaptable

Advanced ergonomic R&D led to a patented seal & frame that responds to different fit profiles, especially for Asian faces.

B

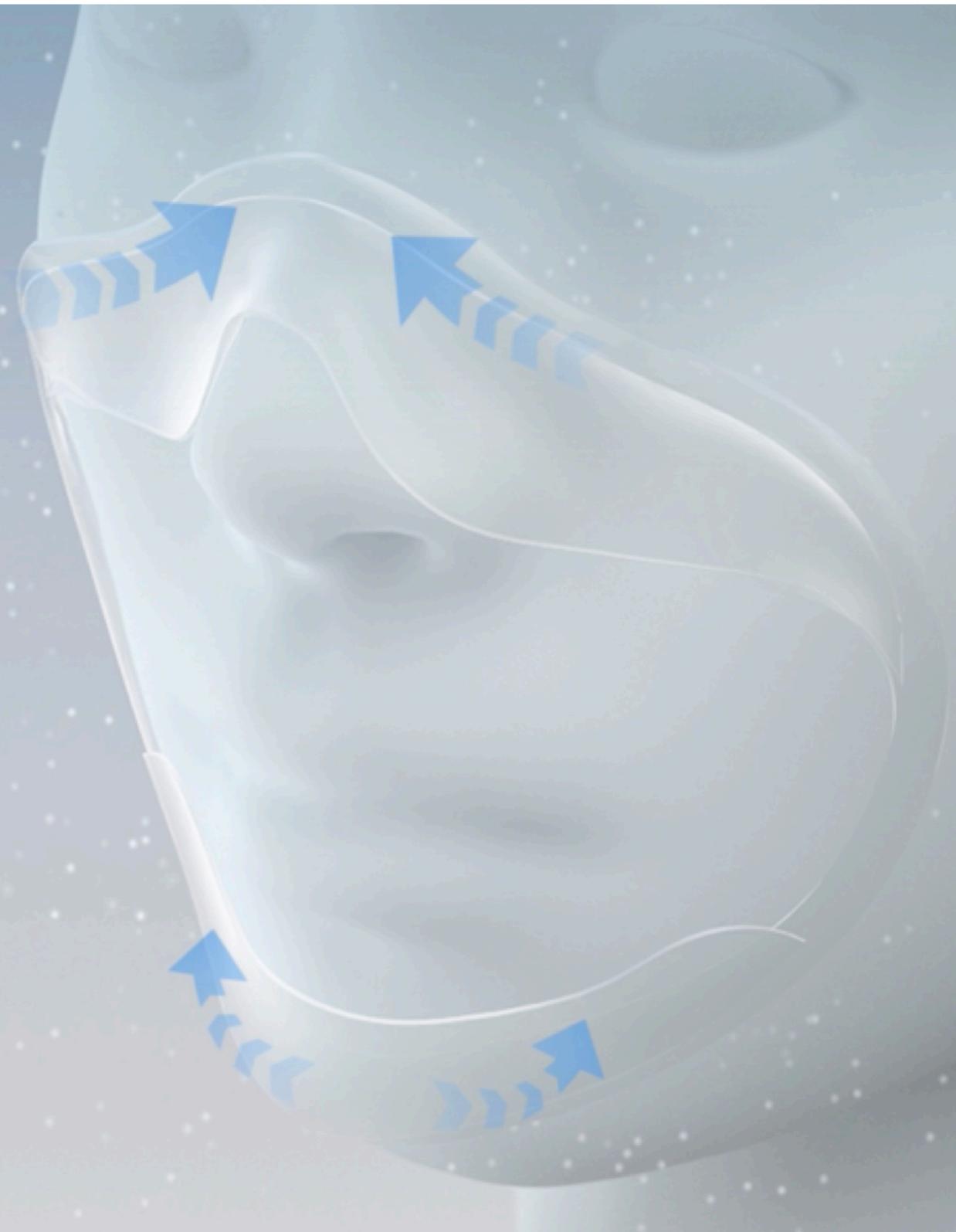
Breathable

The unique seal & frame design enables a tented “aerodome” shape keeping the filter away from the face and increasing airflow.

C

Comfortable

Our Soft-Touch seal gently conforms to your face as you talk, smile and move while being light enough that you forget it's on.



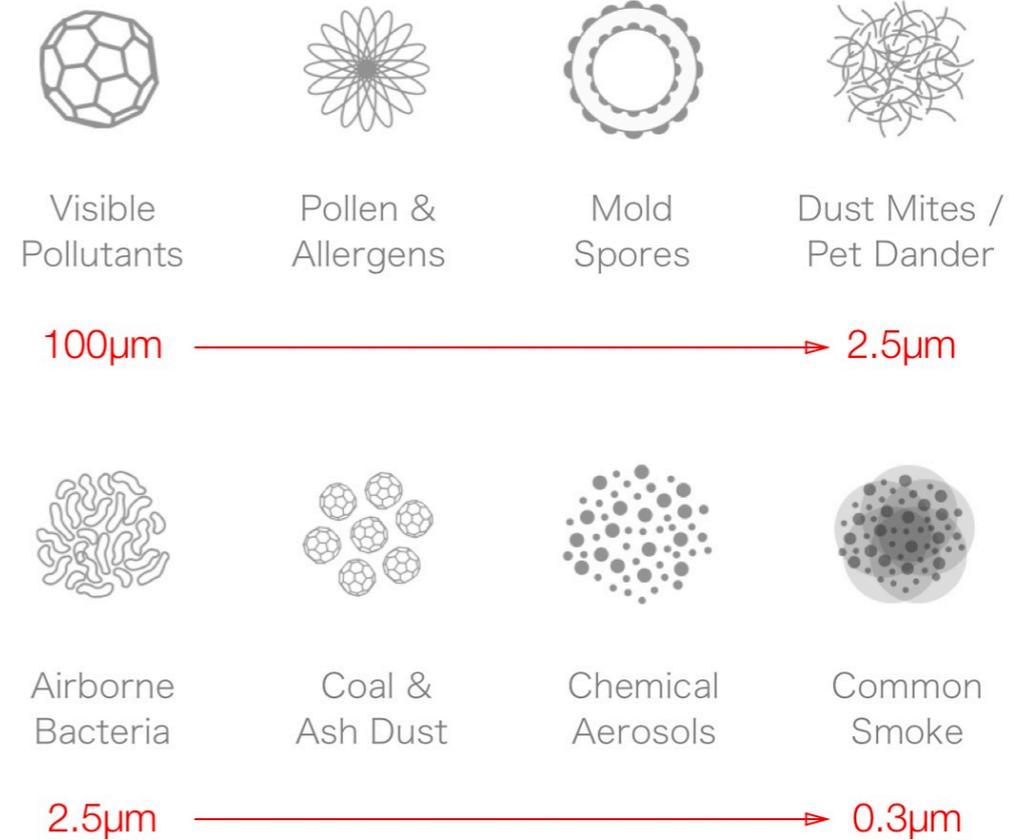
Filtration Rating

Particulate Matters

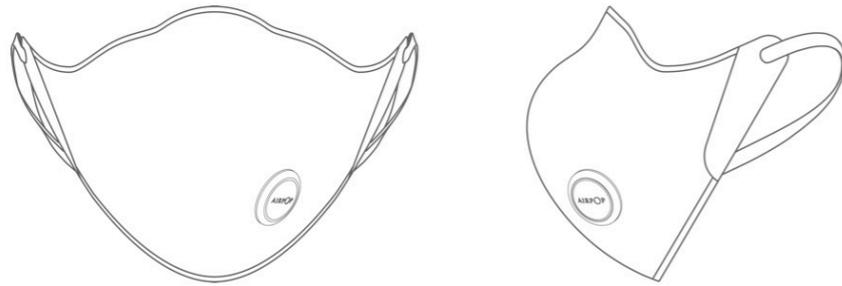
Pollutants smaller than 2.5 microns (μm) in diameter are known as Fine Particulate Matter (PM) and are specified by the following consumer and industrial standards in China:



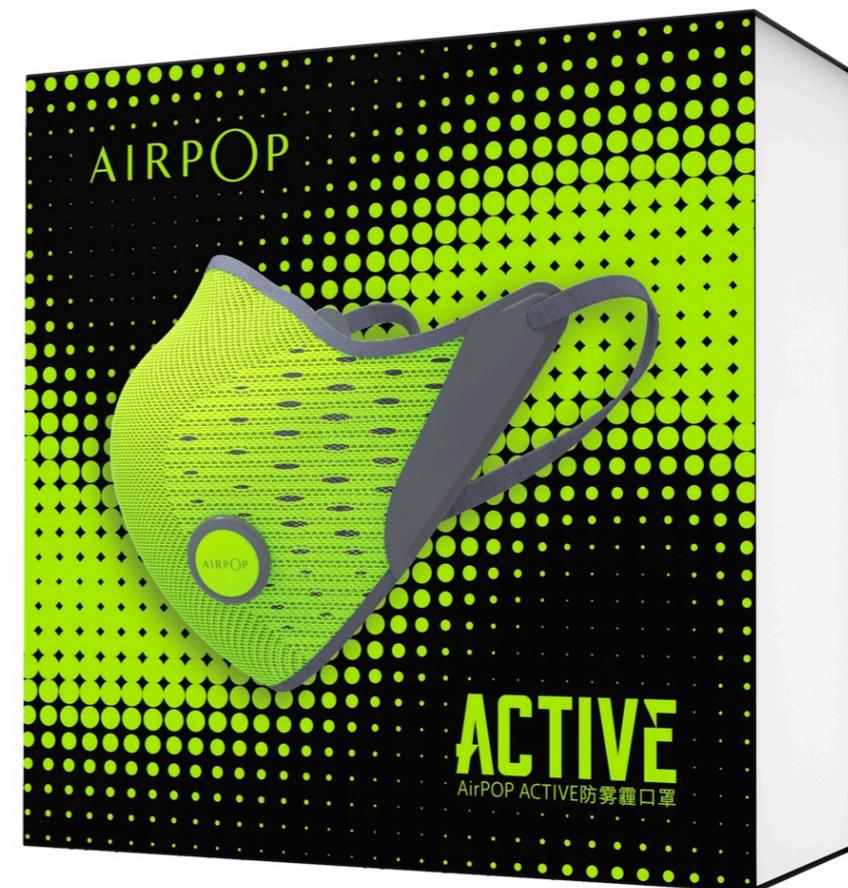
AirPop protects to this level and goes even farther down to **PM0.3** - almost **10X smaller**.



SPECS & DETAILS



- Outer Soft Shell
- Seamless construction
- Water resistant
- Hand washable
- Materials: Nylon, polyester, ABS, TPU
- Dimensions: (H)14cm x (W)15cm x (L)15cm
- Weight: 13g
- Colors: White/grey, Black/neon, Yellow/grey
- Works exclusively with AirPop brand Filter Inserts



AirPop Active (includes 2 filter inserts)



OEKOTEX 100 Product Class I:
Articles safe for babies and
toddlers 0-3 years of age



Skin Friendly standards:
DIN EN ISO 10993-5: 2009-10



Key visuals from AirPop's 2017 "Hello Air" launch campaign which posed the question 'What is Air?' to provoke thought, curiosity and self expression from health conscious, style savvy, millennial consumers in China.