

**Media Contact:**  
Neyma Jahan,  
[press@smartmat.com](mailto:press@smartmat.com)



## ***Tradition Meets Innovation: SmartMat, The World's First Responsive Yoga Mat, Set to Transform the Way We Practice Yoga***

**FOR IMMEDIATE RELEASE.** LOS ANGELES, CA.—September 2, 2014. *The latest innovation in fitness technology is set to transform one of the oldest traditions around – Yoga. SmartMat is a responsive Yoga mat that communicates to your smart device (phone, tablet) via in-mat, high precision sensors that give you real-time feedback on your alignment and practice, adjusting you as you go. This futuristic technology has the potential to completely transform your Yoga experience both at home and in the studio.*

It's not a question of "if" interactive fitness technology will develop across categories, but "when". And today, a new fitness technology company, SmartMat, has announced the creation of the world's first intelligent Yoga mat. SmartMat is a yoga mat with built in sensors that connect to your smart device (phone, tablet) to give you real time feedback on your Yoga practice. Offering adjustments on position, balance, alignment, and of course other important aspects of your practice, your SmartMat will be uniquely calibrated to your body so that it can provide you with customized feedback to help you achieve your optimum practice and find your "perfect pose."

So, has the mat replaced the teacher? Not quite. Founder of SmartMat (and a practitioner of Yoga), Neyma Jahan, explains, "While there will never be a replacement for human intuition and instruction, what SmartMat offers can be considered a complement. A computerized brain will never be able to accurately read the thousands of elements a trained Yoga teacher can decipher just by looking at the student for a moment. However at the same time, a human will never be able to read the micro points of balance and equilibrium required to achieve a "Perfect Pose" based on the specific measurements of the practitioners body. It's our hope that SmartMat allows the practitioner to take their practice to the next level with this futuristic technology."

Designed to work in two primary modes: 1) In-Home Private Mode and 2) In-Class Assist Mode, SmartMat can be integrated into a person's practice in a variety of ways. With In-Home Private Mode, the user will be able to select a yoga class on the SmartMat app, follow the sequence and receive real time adjustments and a personal score from SmartMat to continually work towards his/her personal best. With In-Class Assist Mode, the user can bring SmartMat to a public Yoga class to receive additional analysis on pose execution through SmartMat's display of a real time heat-map of your foot and hand placement. It can be set to give audio and visual cues, or just visual so as not to disturb others in a group setting.

When futuristic fitness technology collides with one of the oldest traditions on earth, it's inevitable that the question will arise about whether or not this technology will detract from the original intentions of this ancient practice. Lead Yoga Consultant for SmartMat, Amy Lombardo, shares her thoughts on this, "SmartMat was designed with the idea in mind that this would be an unparalleled resource to enhance your practice, not detract from it. With more comprehensive and detailed information about your body's needs and alignment from SmartMat, you'll start to know yourself on a whole new level in your practice. Used properly, I believe this resource could actually enhance some of the original intentions of Yoga including increasing one's mindfulness, self-awareness, self-responsibility, and commitment to personal excellence. Each person is ultimately the final judge of what is best for their own practice, but we do encourage you to keep an open mind about how this technology might in fact bring you in better connection with yourself than you've ever been before."

Constructed of similar materials and having similar thickness to existing Yoga mats, SmartMat will be easily portable and can be rolled up as usual. It is also heat resistant up to 110 degrees making the mat usable even in hot yoga classes, and is able to hold its charge for up to 6 hours before needing a recharge. The only noticeable visual difference compared to a regular Yoga mat is a low profile device that attaches to the front of SmartMat with a series of electrostatic magnets (similar to the charger cable on a Mac laptop), and doubles as a phone/tablet stand during your practice. With US patent pending and SmartMat currently in closed testing, enthusiasts and early adopters can visit SmartMat's website, [www.smartmat.com](http://www.smartmat.com), to get insider details; read the weekly blog; and stay current with the latest news.