

**EMBARGO: Sept 17, 2014 AT 6AM PST/9AM EST**

## **Lark App for iOS 8 Makes Life Better with Apple HealthKit**

*Delivers Personalized Health Coaching to Help Get in Shape, De-Stress and Sleep More*

**Mountain View, Calif., Sept. 17, 2014** – Designed with the world’s top health experts and made possible by unprecedented data through integration with Apple HealthKit, the [Lark](#) App launches today to provide personalized coaching to help users get fitter, lose weight, stress less and sleep better. Lark links to the Apple Health app and reads the M7 and M8 motion data to create meaning out of your activity, sleep, and nutritional data.

“At Lark, we imagine a world where every single person could figure out how to become the happiest, healthiest selves,” said Julia Hu, CEO and founder of Lark. “Today is a huge step in that direction as integration with HealthKit, along with the capture of motion data, allows us to access a much richer data set and turn it into a simple coaching conversation that helps you get healthier and happier.”

Lark interprets activity (running, walking, biking, etc.), sleeping and meal data from iPhone and wearable fitness devices into friendly, actionable texts that help them understand and improve their health. Even better, the more that users interact with Lark, the more personalized and effective the coaching experience becomes.

People will notice that the conversation with Lark feels like chatting with a friend because each unique conversation was developed with the Lark Health Committee, a world-class group of experts in health, behavioral science, and wellness from Stanford and Harvard. Lark has codified decades of research in exercise, sleep, nutrition, stress and motivational science to create a data-driven, personalized experience for each user. Studies show that Lark has some of the highest health improvement rates and long-term engagement in the digital health industry, without pharmacological intervention.

“Getting healthier and fitter doesn’t have to be a struggle,” said Dr. Baba Shiv, behavior change professor at Stanford University and senior advisor on the Lark Health Committee. “In fact, that’s the secret. The only proven way to create long term change is to actually enjoy it. When you learn how to enjoy something healthy, you will naturally lead a happy and healthy life. With the help of your smartphone, Lark helps you get there faster.”

### **The new Lark App – top features:**

- **HealthKit Integration:** Lark links to the Apple Health app and reads the iPhone’s M7 and M8 motion data to create meaning out of activity, sleep, and nutritional data.
- **Friendly Conversations:** Lark chats with users inside the app and also sends push notifications to engage in conversation, sharing helpful insights about how to improve health (no guilt trips or boot camp instructor talk!)
- **You’re the Expert:** Designed by the world-renowned Lark Health Committee with experts from Stanford, Harvard and more, Lark makes each user an expert on him or herself by providing a personalized health and fitness roadmap.
- **Battery-Happy:** Lark works on the iPhone’s low-power sensors, so it can stay with you all day without draining the battery.

### **Availability and Pricing**

The new Lark App is available for free from the App Store on iPhone or at [www.AppStore.com](http://www.AppStore.com).

For more information on Lark and its products, please visit [www.lark.com](http://www.lark.com).

**About Lark**

Founded in 2010, Lark Technologies is a software company that makes delightful and personalized products to help people get healthier and happier. Lark's innovative approach to creating lasting healthy change is built upon the scientific research of the Lark Health Committee, which is composed of leading experts from Stanford and Harvard, and data from the Internet of Things. Lark's AI personal health coaching and wearable products have won multiple awards (Fast Company's 10 Most Innovative CE Companies in the World, Edison's Top Digital Health Innovation of 2013).