



Media contact: Gabriella "Gaby" Boehmer
(831) 338-8710 or gboehmer@heartmath.com

HeartMath's *emWave Personal Stress Reliever* wins People's Choice Competition for the Last Gadget Standing Award at CES 2009

The *emWave Personal Stress Reliever*® was the winner of this year's [Last Gadget Standing](#) People's Choice Competition which represents the best of the best at the Consumer Electronic Show. Much like American Idol, this award is determined by online voting by consumers. Competing against other innovative products from technology giants like Motorola's Motozine and the Eye-Fi Video Card, the *emWave Personal Stress Reliever* (PSR), a handheld device that helps people transform stress, received 68% more votes than the runner-up. Representatives from [HeartMath](#)®, creators of the *emWave PSR*, believe that the product's landslide victory is due to the fact that it is the right product for these times. Stress is increasing for everyone and this simple device is scientifically proven to help people reduce stress. The technology, which drew an enormous amount of attention at this year's CES, is both helpful and appropriate for our rapidly changing world.



Prior to the People's Choice Competition, expert judges, including tech expert and Last Gadget Standing host [Robin Raskin](#), and eight editors from [NetShelter Technology Media](#) network partner sites, such as [Geek.com](#), [Slashgear.com](#), [MobileBurn.com](#), [PhoneArena.com](#), [FixYa.com](#), [I4U.com](#), [TechEblog.com](#), and [TGDaily.com](#), reviewed more than a hundred products. The experts narrowed the list to the top ten world-changing technologies of today that are sure to stand the test of time. Judges selected products most relevant to consumers' lives, as well as those that fit the direction that the consumer electronics industry is headed. *emWave PSR* was selected by the judges as one of these top ten technologies and was then voted on by consumers.

"Winning the Last Gadget Standing People's Choice Competition demonstrates the urgent need to reduce stress. The *emWave PSR* gives people a *practical yet fun* technology in these changing times," said Bruce Cryer, HeartMath CEO. "Seeing thousands of people from all over the world choose the *emWave Personal Stress Reliever* as the ultimate online winner, and reading the comments on the award website from enthusiastic users was gratifying and inspiring to all our staff and partners around the world."

"We are honored to be the winner of the Last Gadget Standing People's Choice Award," said Catherine Calarco, HeartMath Senior Vice President of Sales and Marketing. "It's apparent from the overwhelming voter interest that the community values a technology with purpose such as the *emWave PSR*. Based on 17 years of research, the *emWave PSR* is the right product for today's very stressful climate."

emWave Personal Stress Reliever (www.emwave.com) is a breakthrough in personal stress reduction technology and was the first recipient of the American Institute of Stress Award for Distinction and Innovation. The science-based solution device is mobile and small enough to fit in your purse or pocket. As one of many components that comprise the HeartMath System of scientifically-validated stress and performance solutions, the *emWave PSR* teaches you how to build a buffer against stress and anxiety by accessing a highly efficient state called [coherence](#). Different than relaxation, coherence is a mental, emotional, and physical state that people experience when they're in-sync or in the "zone" – when the heart, brain, and nervous system are working in harmony. Simply stated, more coherence equals improved energy and less stress.

Independent studies utilizing HeartMath's *emWave* technology have been conducted and many more are underway. Organizations that are exploring the benefits of the *emWave* technology with various health and performance challenges such as PTSD, stress, anxiety, ADHD, and hypertension include the U.S. National Guard, Veterans Administration, BlueCross BlueShield, and BP.

HeartMath has earned a global reputation for their innovative research and is acknowledged worldwide as a pioneer in the science of stress reduction through heart coherence. More than ten thousand health professionals are now using HeartMath's *emWave* technology with hundreds of thousands of patients and employees to help them gain more control of their stress and improve their overall health and wellbeing. The HeartMath System is being used by Mayo Health System, Sutter Health, Scripps Center for Integrative Medicine, and Duke Medical Center, as well as many other top medical centers around the world.

About HeartMath®

HeartMath LLC (www.heartmath.com), a wholly-owned subsidiary of [Quantum Intech](#), is a cutting-edge performance company providing a range of unique services, products, and technology to improve health and well-being, while dramatically reducing stress and boosting performance and productivity. HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath's compelling solutions for stress relief have been published in numerous peer-reviewed journals such as *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, *Journal of the American College of Cardiology*, *Integrative Physiological and Behavioral Science*, and *Alternative Therapies in Health and Medicine*.