



For Immediate Release
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Wearable Experiments Announces Nadi - The Form Enhancing Tights Designed to Empower Conditioning

Las Vegas, Nevada – On Friday at CES, Wearable Experiments [We:eX], the Sydney-born ‘fashion future’ wearable technology innovator, announced the launch of their latest experiment. **Nadi** - smart fitness and lifestyle tights designed to improve form and flow in your practice and life.

Using a custom developed language that allows skin to become the interface, Nadi encourages the user to correct form and posture by issuing haptic vibrations. With gentle pulses, feedback is given to help adjust posture and achieve fitness goals. Nadi is accompanied by an Android app, which demonstrates the areas on the body needed for adjustment. The frequency and intensity of each vibration changes based on the body position and angle, and is illustrated in poses within the app. This real time tactile technology aims to change the way we interact with ourselves.

“As someone who doesn’t always know the correct form or alignment in poses, I find having that proper guidance is crucial,” says Billie Whitehouse, co-founder and CEO of Wearable Experiments. “As a lifestyle product, Nadi not only acts as that guide, but also integrates into your everyday life - reminding you of something as simple as uncrossing your legs while sitting down. ”

The app, to be available on Android and Apple devices later in the year, works with the pants to register range of user movements, aligning the postures with haptic vibrations. The app also offers recommended poses, illustrating guidance on correct alignments and posture. Nadi pushes the boundaries of human-to-computer interaction, while allowing it to keep the user at the center.

“We believe technology should empower the human experience, not overtake it,” says Wearable Experiments co-founder Ben Moir. “With Nadi, the sleek design allows technology to seamlessly integrate with the tights, allowing the beauty and design to take center stage.”

Website: wearableexperiments.com
Software: Wearable Experiments & Snepo
Hardware: Wearable Experiments
Product: Wearable Experiments, Nadi

About Wearable Experiments (We:eX)

Specializing in unique, innovative and compelling combinations of hardware, software and apparel design, We:eX is a socially-driven company that pushes the boundaries of human-to-human connection via groundbreaking wearable technology. The company weaves together fashion and technology with a functional and forward leaning design aesthetic. Currently based in New York City, We:eX was founded in Sydney, Australia in 2013 and is rapidly becoming a leading global brand. Other products created by We:eX include, Durex Fundawear, NAVIGATE (an urban wayfinding jacket), and the Fox Alert Shirt.

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