



**TRIPURA  
BREATH**

## TRIPURA BREATH APP IS THE WORLD'S FIRST SMART BREATHING COACH

Montréal, February 11, 2022 – The Montréal-based app [TRIPURA BREATH](#) is announcing a major breakthrough in the technology, wellness and health sectors with their launch of the world's first smart breathing coach. Many studies have shown the benefits of the techniques used by TRIPURA BREATH, particularly in terms of improving energy and concentration levels, physical performance and relaxation.

In the second phase of development, the TRIPURA BREATH will power their AI system with user data. These advances are unprecedented. The company also plans to gather health data from user smartwatches to further enhance the algorithms. The app will use this information to better predict user lung capacity and support them throughout their journey. This new digital coach will ultimately analyze breathing quality and patterns via users' headset microphones.

### THE TRIPURA BREATH APP

Anne-Marie Denault first discovered the power of ancient breathing techniques after a life-threatening accident that caused her to lose her voice. Now that she's fully recovered, Denault's mission is to share the proven benefits of these practices with TRIPURA BREATH\*. The app is being developed by a 100% Québec team of breathing coaches, pulmonologists, computer engineers and artificial intelligence (AI) experts.

The emergence of different meditation and mindful breathing apps has made society more conscious about wellness. However, inexperienced users still have difficulty reaching a deep state of meditation. *"The difference between breathing and meditation techniques is that breathing is tangible. You can count and slow your breath, which will instantly affect your nervous system. Meditation is more abstract and challenging given how overstimulated we are. It's all but impossible to sink into a fully meditative state between Zoom meetings, but you can absolutely do a stress-reducing breathing exercises," says Anne-Marie Denault, President and CEO of TRIPURA BREATH, an app powered by Moon Factory.* *"The pandemic has put a huge strain on our mental health and well-being. It's shown us that we need to focus even more on prevention. An approach that combines both functional and conventional medicine and uses new technologies will become increasingly instrumental in the future. This is where TRIPURA BREATH comes in."*

TRIPURA BREATH is unique for its ability to adapt to an individual's breathing pattern and provide coaching based on user preferences, lung capacity and how fast they're progressing. The Tripura avatar provides personalized coaching to help users work through the scientifically proven breathing programs and achieve their individual goals. *"We are excited to be a part of this project and see how the field is growing, particularly when it comes to the intersection of different types of data. In the near future, we could use data analysis and the AI models in the TRIPURA BREATH app to better predict respiratory patterns," adds Isabelle Cayer, CEO of the Centre de développement et de recherche en intelligence numérique (CDRIN).*

### COMPANY-WIDE BREATHING CHALLENGE

Companies are increasingly recognizing how important it is to provide their employees with tools that will help them identify and prevent mental health problems. Needless to say that the last two years have been more difficult than ever. That's why **Tripura Breath is launching a [Company Breathing Challenge](#) to help improve collective health.** Led by both Tripura and breathing

coaches, the initiative aims to explore and teach simple and effective breathing techniques. View the challenge data collected by [ICF Québec](#).

Tripura Breath was made possible thanks to support from NRC IRAP, Investissement Québec, the Ministère de l'Économie et de l'Innovation, the Québec Lung Association, Zu, CDRIN and NOVIKA.

*\*Available in the App Store and Google Play. Take advantage of the 7-day free trial.*

- 30 -

**VIEW THE PRESS KIT [HERE](#)**

**CONTACT** Iris Wei, Canidé Agency, [iris@canide.co](mailto:iris@canide.co) 819-598-0167