

## Noise launches first Smart Ring to consolidate leadership in health wearables

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### Luna Ring comes with 70+ metrics and industry-best features to augment healthspan

Marking its entry into the premium segment, Gurugram-based startup Noise has announced its foray into the smart ring category with the launch of the Luna Ring. Engineered to catalyse a transformative lifestyle shift, Luna Ring is set to elevate the smart wearable experience by augmenting users' daily performance, tracking over 70 metrics with best-in-class features in the category.

Luna Ring is crafted to enhance users' lifestyles and foster cognitive functioning, encouraging the adoption of technology for good. Delivering three core scores - Sleep, Readiness, and Activity, it aims to provide actionable insights that facilitate a transformative user health span. Luna Ring comes equipped with advanced sensors and robust built quality helping users elevate their lifestyle patterns effectively.

With its ultra-lightweight and 3mm sleek form factor, the state-of-the-art wearable feels like a second skin. The fighter-jet grade titanium body and diamond-like coating resist scratches and corrosion ensuring a robust build quality.

Luna Ring's Health tracking sensors bring the latest features available in wearables in the market. The PPG sensor and a 3-axis accelerometer ensure precise tracking. This empowers Luna Ring to reach deeper and track subtle changes in the heart rate, sleep patterns, movements, and other bio-data.