

MindFi App makes mindfulness smart and measurable

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New version adds time and mood-based recommendations and also partners with Duke-NUS Medical School to measure mindful breathing.



Singapore - MindFi, a Southeast Asian leader in digital wellness, has launched the third generation of its mobile application, MindFi V3, that will pioneer a brand new mindfulness and meditation experience for modern working and living.

Mindfulness is described as a state characterised by awareness and attention to present-moment thoughts and sensations and having a non-judgemental stance towards those experiences. The app upgrade will debut a novel way to measure a user's mindfulness level based on the latest neuroscience research, as part of a collaboration with Duke-NUS Medical School that aims to bring scientific rigour to the practice.

The new upgrade will further enhance MindFi's vision of "Be mindful anytime" by adding a recommendation system that analyzes a user's body clock to suggest practices that will maximize mental focus or relaxation.

"MindFi V3 marks our most important step of integrating mindfulness into our digital lifestyles for mental wellbeing and peak performance. We have partnered with esteemed teachers and researchers to re-imagine mindfulness for the smartphone era and make it truly accessible anytime, anywhere." said MindFi Co-founder and CEO Bjorn Lee. "Collaborating with Duke-NUS Medical School allows us to quantify the benefits of mindfulness, a field which has remained largely untouched. This helps bring us closer to our mission of helping busy people to be mindful anytime for calmer and more productive lives."

According to the Mayo Clinic, mindfulness and meditation can be used to help reduce stress and tension and in recent years has risen globally in popularity. However, researchers have relied largely on questionnaires to measure it until a behavioral measure, involving breath counting, was developed by Professor Richard Davidson and his team at the University of Wisconsin-Madison.

MindFi V3 is available on Apple's iOS platform and will arrive on Android phones in early 2019.