



## BAM Labs Wins 2015 TiE50 Award: Recognized as One of The World's Hottest Tech Start-ups

### *BAM Labs Smart Bed Technology Innovates Data-Driven Healthcare*

Campbell, CA – May 19, 2015 – [BAM Labs](#), the pioneer of smarter health monitoring, today announced that it has been selected as a 2015 TiE50 Winner for its innovations in data-driven healthcare in the prestigious TiE50 Technology Awards Program. Winners were announced on Friday, May 15th at the organization's annual entrepreneurial conference, TiEcon. TiE50 is Silicon Valley's premier annual awards program with thousands of technology start-ups competing from around the world.

BAM Labs' Smarter Health Monitoring captures strategic insights into life-long health and wellness, all while you sleep. BAM Labs Smart Bed Technology turns any bed into a smart device that you can set and forget.

"It is an honor to be recognized by TiEcon for our innovations in data-driven healthcare," said Rich Rifredi, CEO, BAM Labs. "We expect to see BAM Labs Smart Bed Technology used to assess dozens of health indicators in the future as demand for more intelligent information grows. We believe that data-driven healthcare provides for the best possible management of individual needs."

"TiE50 has become a global brand that attracts thousands of companies worldwide. We screened 2716 companies this year and announced the most innovative 160 companies as 2015 TiE50 Top start-ups. This pool of the very best-of-the-breed is again subjected to another round of rigorous judging to pick out the ultimate 50 winners proudly carrying the 2015 TiE50 Winner recognition," said Ram K. Reddy, the program chair.

"This award is unique in terms of rigor of selection and the broad scope of companies that it reviews for this award and is one of TiE Silicon Valley's most successful programs. A team of about 60 highly accomplished domain experts, senior executives, accomplished and experienced venture capitalists, and tech entrepreneurs come together to form a screening and judging team," said Venkatesh Shukla, President of TiE Silicon Valley.

The TiE50 track record since its inception in May 2009 shows that more than 90% get funded within the first year. About 120 of these companies have already exited. For further details on the TiE50, visit [www.tie50.org](http://www.tie50.org).

### **How BAM Labs Smart Bed Technology Works**

BAM Labs Smart Bed Technology sensor mat is placed under any mattress and continuously detects trends in heart and respiration rates, motion and presence. Biometric data is automatically transmitted to the BAM Labs Smart Bed cloud platform where it is analyzed and returned and packaged in powerful, user-friendly applications viewable on any internet-connected device.

### **About TiEcon:**

TiEcon is the world's largest conference for entrepreneurs and intrapreneurs with loyal participation from top technology companies, leading venture capital firms, and global service providers. TiEcon 2015 attracted 4,700+ attendees from across the world – including CEOs of established companies to first-time entrepreneurs creating new companies, to leading investment professionals and corporate executives. TiEcon was listed by Worth Magazine as one of the 10 best conferences for ideas and entrepreneurship along with TED and the World Economic Forum. For more information on TiEcon, visit <http://www.tiecon.org/>.

### **About TiE:**

TiE is a global not-for-profit organization fostering entrepreneurship through mentoring, education, and networking. We consider entrepreneurship to be the single most powerful instrument to advance global prosperity. TiE is a global network of over 60 chapters in 17 countries with a worldwide membership of about 14,000 that include successful entrepreneurs, venture capitalists, corporate executives, and aspiring entrepreneurs. For more information on TiE, visit [www.tie.org](http://www.tie.org).

### **About BAM Labs**

[BAM Labs®](http://www.bamlabs.com) is the leading innovator in Smart Bed Technology® for data-driven healthcare and the creator of the Touch-free Life Care™ smart bed sensor and cloud monitoring platform. BAM Labs transforms any bed into a smart device that you can set and forget to capture strategic insights into life-long health and wellness, all while sleeping. Also being used to create breakthrough consumer products, BAM Labs' Smart Bed Technology is powering SleepIQ™ only available with a Sleep Number® bed at one of the 450 Sleep Number stores across the country. BAM Labs is available through authorized distribution partners in the United States and Canada. Visit <http://www.bamlabs.com> or contact [info@bamlabs.com](mailto:info@bamlabs.com).

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