

move while you're moving ...



The Yogcar app

Yogcar is an audio app for drivers that provides guidance for safe subtle movements and positive messages inspired by yoga and mindfulness. Be more comfortable, more relaxed, and more focused while you drive.

ADELAIDE, Australia, 27 April 2017

Yogcar is an audio app designed for use by drivers.

YOGCAR'S MISSION: *Improve road safety and the psychological and physical well-being of drivers using principles from yoga and mindfulness.*

It is primarily made up of spoken word messages and instruction combined with background and interstitial music.

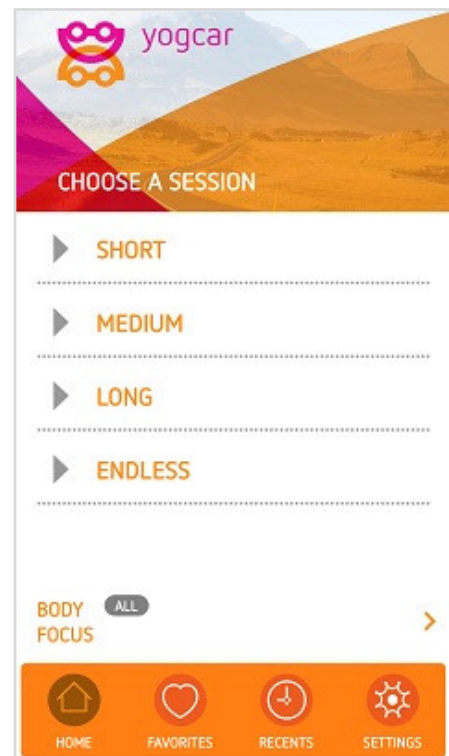
Users select a Yogcar session which provides a sequence of messages instruction and music designed to improve physical comfort via a series of movements based on yoga, and to promote heightened awareness and attention on the task of driving via mindful messaging.

Purpose and design intention

Yogcar is designed to make drivers more comfortable, more alert and safer. It achieves this via instruction on simple, gentle and safe movements that drivers can perform while driving and via frequent but unobtrusive attention reminders that keep drivers focused on traffic conditions around them while at the same time encouraging them to be relaxed and focused.

Technology

Yogcar is based on a technology called Dynamic Session Composition (DSC). DSC composes user sessions dynamically at runtime based on internal content ratings and probabilities combined with user settings.



DSC ensures that each Yogcar session is slightly different from the last, meaning that users are less likely to become overly familiar with the content and lose interest.

The DSC model also means that users can customise Yogcar sessions via a richly-featured settings section that enables them to set a range of parameters to suit their needs.

DSC also means that new content can be incorporated seamlessly into later versions of Yogcar.

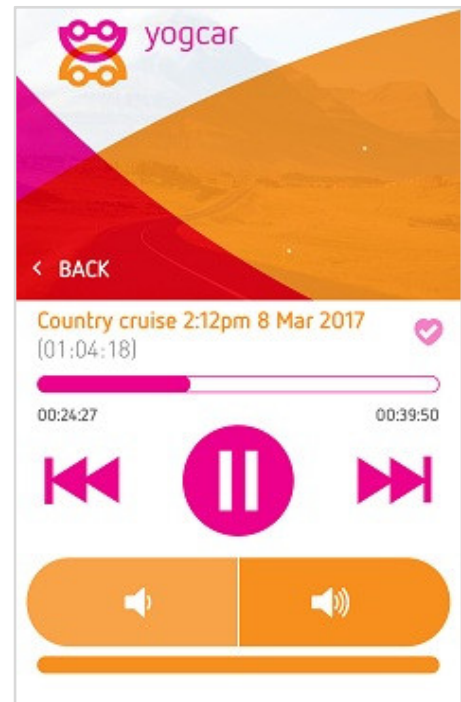
Yogcar Features

During a Yogcar session the user will experience a sequence of Yogcar content of different types including Yogcar exercises, 'Mindful moments', 'Yogcar thoughts' and 'Yogcar safety tips'. The user can change the frequency of Yogcar content types in the Settings section.

The user can also change the lengths of your short, medium and long Yogcar sessions in this same section. To delay the start of your session to prepare for a journey the user can set a 'Session prelude' duration in the settings section.

From the Player screen the user can play a session. The Player screen is designed to require minimal interaction while driving.

If a user experiences a Yogcar session they particularly like, they will be able to find it on their 'Recents' screen where it will be timestamped. The user can rename this session and store it as a personal favorite.



From the Settings screen you can customise your Yogcar sessions by adjusting the settings of the various types of content.

Yogcar requires iPhone 4S or later with up-to-date iOS. \$4.99 at the Apple App Store. It's a once-off price: no in app purchases, no subscription fees and no sign-up required.

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If you would like further information on Yogcar or if you would like to schedule an interview please contact:

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