



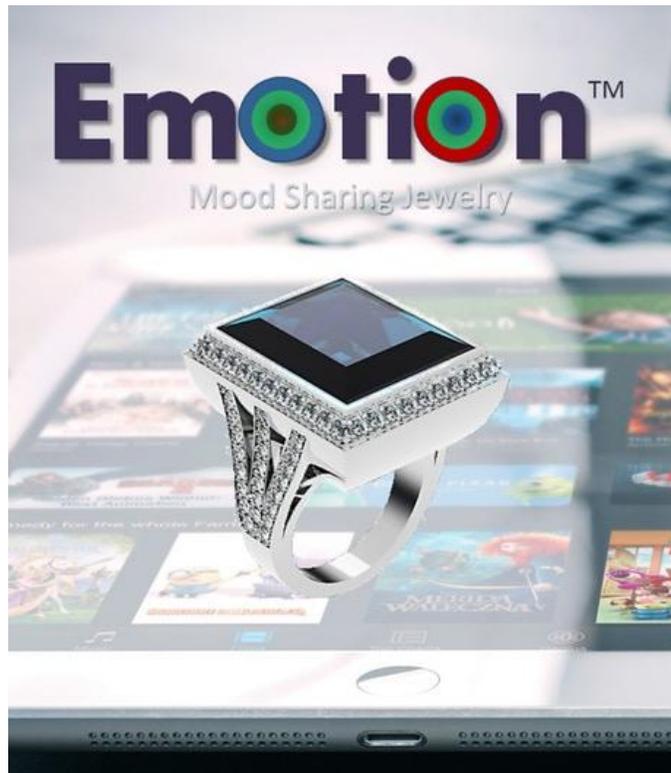
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2-Dooz Announces the Emotion Mood Sharing Ring Crowd Funding Campaign

Saratoga, CA - September 29, 2017 - 2-Dooz™, Inc., an innovative incubator and accelerator for Emotive Internet products, announces its *Emotion Mood Sharing Ring™ Crowd Funding Campaign*. The campaign is scheduled to begin on Monday, October 2, 2017 on the [Indiegogo](#) platform and is expected to run through November 5, 2017. The primary goal of the campaign is market validation. A secondary objective is to secure funding to purchase beta test units, to accelerate the retail availability of the Aquarius™ Mood Sharing Rings. Moreover, funding will also be used to cover upfront components, tooling, test equipment, and apps development costs.

The Emotion Mood Sharing Ring combines the iconic, 1970's mood ring with today's wireless, sensor and mobile apps technologies to define an entirely new wearable market segment. Mood Sharing Rings connect to smart phones and other similar devices to power an emerging category of software called emotive apps. Emotive apps better understand how we feel and by doing so may make smart devices exponentially more useful to users. Example emotive apps include video games, which adjust in difficulty based on the emotional state of a player, and music players which change their playlist order based on a wearer's current mood.

“Emotions are what make us human. They are essential to how we connect and drive our vision of the next stage of the Internet: an Emotive Internet, which is less about things and, instead, is more about expressing how we feel,” remarked Tony Clark, CEO of 2-Dooz and project leader for Emotion Mood Sharing Jewelry. Mr. Clark added that “2-Dooz envisions an emotionally intelligent network where biosensors and software algorithms combine to enable the real-time detection, recognition and sharing of human emotions.” He noted that Mood Sharing Rings are an important step in accomplishing the company's mission to accelerate the realization of the Emotive Internet.



About Emotion Mood Sharing Jewelry

Emotion Mood Sharing Jewelry is a featured [2-Dooz](#) incubation project. The mission of the project is to develop, brand and sell high-end, luxury jewelry which is powered by Mood Sensing Sharing Device (MSSD) technology, as defined in US Patent No. [9,064,390](#). The Emotion Mood Sharing Jewelry project, started in mid 2015, seeks to combine the iconic, 1970's mood stone with today's wireless, sensor and mobile apps technology. More information about the Emotion Mood Sharing Jewelry project can be found at <http://emotion.2-dooz.com>.

About 2-Dooz

2-Dooz's mission is to create positive sociological and technology responsible products that enhance communications, relationships, information sharing, playing and learning, to enable experiences which aid users in the discovery of purpose. The company was founded by Tony Clark, CEO and Chairman of 2-Dooz in May of 2006. Emotion Mood Sharing Jewelry is a featured 2-Dooz incubation project. More information about 2-Dooz can be found at <http://www.2-dooz.com>.

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