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2-Dooz Announces the Make 100 J2 Mood Sensing Rings Campaign

Saratoga, CA - January 17, 2020 - 2-Dooz™, Inc., a pioneering incubator and accelerator for Emotive Internet products, announces its *Make 100 J2 Mood Sensing Rings™* crowd funding campaign. A limit of one hundred J2 Noir pre-retail rings are being offered during the campaign at a special price of \$199 per ring, which is more than 90% off the suggested retail price of the Aquairius™ Platinum Mood Sensing Ring. The campaign is scheduled to begin on Wednesday, January 22, 2020 on the [Kickstarter](#) platform and is expected to run through February 20, 2020.

The primary goal of the campaign is to generate positive momentum towards a successful retail launch of the J2 Noir Mood Sensing Ring during the second half of this year. “It’s been two-plus years in the making, but we’ve now achieved a cost point that allows us to target mood sensing rings to a much broader consumer audience,” remarked Tony Clark, CEO of 2-Dooz and project lead for J2.

All Emotion Mood Sensing Rings combine the iconic, 1970’s mood ring with today’s wireless, sensor and mobile apps technologies to define a new wearable market segment. Mood Sensing Rings connect to smart phones and other similar devices to power an emerging category of software called emotive apps. Emotive apps detect our emotions, respond to them and help us to be more aware of our feelings. 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.

“We are calling all makers, developers and tech influencers to join us as we work towards the advancement of the Emotive Internet,” explained Mr. Clark. He added that “2-Dooz envisions an emotionally intelligent network where biosensors and software algorithms combine to enable the real-time sensing, recognition and sharing of human emotions.” The J2 Mood Sensing Ring is another important step in 2-Dooz’s mission to accelerate the realization of the Emotive Internet.



About Emotion Mood Sensing Jewelry

Emotion Mood Sensing Jewelry is a featured 2-Dooz incubation project. The mission of the project is to design, develop, brand and sell high-end and ultra-modern jewelry which is powered by Mood Sensing Sharing Device (MSSD) technology, as defined in US Patent No. [9,064,390](#). The Emotion Mood Sensing Jewelry project, started in mid 2015, seeks to combine the iconic, 1970’s mood stone with today’s wireless, sensor and mobile apps

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technology. More information about the Emotion Mood Sensing Jewelry project can be found at <https://emotion.2-dooz.com>.

About 2-Dooz

2-Dooz's mission is to create positive sociological and technology responsible products and experiences that enhance communications, relationships, sharing, playing and learning, to 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 Sensing Jewelry is a featured 2-Dooz incubation project. More information about 2-Dooz can be found at <https://www.2-dooz.com>.

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