

fufuly, a breathing cushion developed by Hakuhodo, JT, and Yukai Engineering, honored at CES 2023 Innovation Awards

**The robotic cushion utilizes University of Tokyo research into breathing and rest
to regulate users' breathing**

Tokyo—January 4, 2023—Hakuhodo Inc., an integrated marketing and innovation company, is pleased to announce that fufuly, a “breathing” cushion developed by Hakuhodo Inc., Japan Tobacco Inc. and Yukai Engineering Inc., has been named an honoree at the CES 2023 Innovation Awards.

fufuly is a robotic cushion that regulates breathing. Using technology to expand and contract just like breathing, the cushion was jointly developed by Hakuhodo, JT and Yukai Engineering, based on University of Tokyo research into breathing and rest.



The CES Innovation Awards are owned and produced by the US-based Consumer Technology Association (CTA) and recognize outstanding design and engineering in 28 consumer technology product categories. The competition received more than 2,100 entries this year, a new record. The Awards judges are highly respected experts in their fields and include members of the media, designers and engineers. They judge entries based on innovation, technological finesse, functionality, aesthetics and design.

In recognition of this award, fufuly will be displayed in the Innovation Awards Showcase at CES 2023 in Las Vegas, USA, January 5–8, 2023.

CES® is a registered trademark of the Consumer Technology Association.

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's second largest advertising agency according to *Ad Age's* "Agency Report 2022." The company is the core agency of the Hakuhodo DY Group.

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhodo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp

Supplementary information

fulfully, the cushion that breathes



Busy people today are under physical and mental stress every day. We wanted to encourage people in today's world to be more aware about rest and calm, and wondered if we could create a product that could help them regulate their breathing and naturally start breathing more deeply.

Taking note of the breathing synchronization phenomenon* that living organisms possess, we incorporated a mechanism into the program of a cushion-shaped device that, just by holding it, causes the rhythm and depth of a person's breathing to unconsciously become synchronized with the cushion's expansion and contraction. Research conducted by the University of Tokyo** confirms that breathing rhythm and depth become regulated by the device's movement.

* A phenomenon in which an animal breathes in time with the breathing of another whose body is in physical contact with its own.

** Yuki Ban, Hiroyuki Karasawa, Rui Fukui, Shin'ichi Warisawa: Development of a Cushion-Shaped Device to Induce Respiratory Rhythm and Depth for Enhanced Relaxation and Improved Cognition. *Frontiers Comput. Sci.* 4: 770701 (2022)

How to use fufuly

fufuly could not be easier to use. Just switch it on and hug it.



for rest

When you want to take a little break.
Self-care time in no time.



for work

When focused on work, our breathing
tends to become shallow.
Using fufuly to calm at work or on a
break could improve your work.



for sleep

For those days when you just can't
drop off.
Hug before going to sleep to make
your bed time comfy.