

Press Release

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Smarter Time, the first comprehensive time-tracker, will launch on the 15th of November 2016

Smarter Time, the automated time-tracking app that uses artificial intelligence to guess every activity its users engage in during the day, will launch on the Android Play Store on the 15th of November 2016.

In Beta on Android since January 2016, Smarter Time aims at helping people solve the time-management issues that often lead to stress, burnout or general unhappiness. It encourages users to take action based on a rational and accurate representation of how they employ their time.

In addition to recording time spent on phones and computers, Smarter Time has worked for two years on developing a fully automated approach to tracking activities that happen offline, such as sleep, reading or cooking. It relies on in-house machine learning algorithms, room-level location and a smart artificial brain to accurately deduce every activity around the clock.

“The culture of busyness and long, unproductive working hours has been hurting people’s sense of self for too long”, says Emmanuel Pont, Smarter Time’s CEO. “Now with an objective way to measure what you do and how long you spend doing it, you’ll be able to figure out what you need to change to achieve personal and professional wellbeing.”

The business model of many large companies relies on building apps that waste users’ time. Smarter Time aims at producing an app that will save them time and empower them to put their data to good use. For that reason, their business model wholly excludes data resale. Many privacy safeguards, such as a fully functional offline mode and servers located in Germany, guarantee that the users’ data is secure. Instead, the Smarter Time app will be offered under a freemium model, with the full functionality being unlocked by subscription.

More information is available on Smarter Time’s website, www.smartertime.com. An iOS version is currently in the works and should hit closed Beta in the next couple months.

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