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ALARM CLOCK WAKES UP USERS WITH THE DATE THEY'LL DIE

 WORK & LIFESTYLE

The ALARMclock displays personal metrics — such as time left on Earth — to encourage users to get out of bed and do something about it.

Escaping from the warmth and comfort of the bed is difficult at the best of times, but a lack of motivation can lead to one too many presses of the snooze button. While the [Wake N Shake](#) app has previously used challenges and social leaderboards as an incentive for deep sleepers to rise in the morning, the new [ALARMclock](#) displays personal metrics — such as time left on Earth — to encourage users to get out of bed and do something about it.

Created by Fig, the device is enclosed in a stylish mahogany base and features a colorful, 2-bit LED screen. As well as simply telling the time, users can sync their clock with real-time data from their social networks, bank account or fitness app using wifi. Playing on modern insecurities, the clock can then wake users up with the number of friends they have, they bank balance, or even their projected date of death, based on their age, health, lifestyle, diet and family history. The premise is that users become motivated to take action if important aspects of their lives begin to deteriorate.

Having successfully raised over USD 25,000 through a [Kickstarter](#) campaign, the company is now bringing the ALARMclock to market, retailing at USD 85. Are there other ways to foster productivity by giving consumers a gentle jolt in the morning?

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