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# Quick recap: What is Lioness Generation 1?



Lioness Generation 1 brings patented technology previously only seen in cutting edge research labs into a sleek, easy-to-use vibrator with an intuitive mobile app. Although Lioness might look like a basic sex toy, it's the first and only vibrator to improve orgasms through data.

## What's new?

Building upon the core technology developed for Gen 1, Lioness Generation 2 provides **AI-assisted guidance**, based on years of working with Lioness customers, analyzing data on 30,000+ orgasms, conducting dozens of user studies, and incorporating the latest machine-learning developments.

**Knowledge is power. And pleasure.**

Have better orgasms more often with **AI-assisted guidance**, backed by years of research and analysis of over 30,000 orgasms.

Your orgasms are **20% longer on average** when you tag **Edging**

Do you want to replay the vibrations from this session?

Yes No

**LIONESS**  
Generation 2

## Benefits:

- People who have questions like “is this an orgasm?” or “how do I have an orgasm?” have a way of seeing where they might be getting close over time and track when and what circumstances felt better for them.
- Much easier to see what happened and when, add more detailed notes, and track changes over time.
- Individualized, anonymous way to get personalized insight and advice about your pleasure at home.
- Insights are a combination of physiological and subjective (self-reported) information over time. Some of this would have been more difficult to know without being able to track more subtle nuances in the moment (and who has time for that?).
- Apply what you learn to enjoy better sex and orgasms by yourself or with a partner.

## How the technology works:

1. Lioness’s high-precision precision sensor suite brings technology that previously existed only in research labs into user hands in their privacy of their own home.
2. Tuned algorithms and AI based on over 6 years of quantitative and qualitative data from study volunteers, and over 30,000+ anonymized sessions to provide never-before-available guidance.
3. Intuitive app experience by engineers and designers from Google and Amazon Lab126.

**Note:** Generation 2's app, firmware, and features will be backward compatible for people who already have a Lioness — we know this is a premium device and want people to be able to use what they already have (with ongoing new features/functionality) for years to come.

## Company info

Founded by ex-GoogleX and Amazon technologists and developed from more than four years of research and development with sex researchers and doctors, Lioness brings patented technology previously only ever seen in research labs into a sleek, easy-to-use vibrator with an intuitive mobile app. Although Lioness may look like a basic sex toy, it’s the first and only vibrator to improve orgasms through data.

In November 2019, Co-founder and VP of Engineering Anna Lee was selected as [Forbes 30 Under 30 for 2020](#), and Lioness won the [Women's Health Innovation Spotlight Powered by Johnson & Johnson](#). Lioness is also the first vibrator company to have [public ads at bus stops](#) across San Francisco. With thousands of Lioness Vibrators sold, we are revolutionizing the way we approach sexual pleasure.

## More information

For those who are even more curious. Happy to answer other questions that are not here, too.

### Additional Technology / Features (carried over from Gen 1):

- Patented biofeedback technology.
- Consent-based bluetooth (Lioness will only connect to your phone with explicit opt-in from the user each time).
- Industry-leading privacy policy.
- Nearly infinite customizable vibration settings.
- Very bendable vibrating nub for external/clitoral stimulation (since everyone is different in terms of anatomy).

## Common Q&A on how Lioness measures orgasms

### 1. What does Lioness measure to measure arousal and orgasm?

Specific patterns of pelvic floor motions correlate to orgasm (~1-2 hz if you're curious — fast and subtle enough to be an involuntary movement). Besides measuring brainwaves (which would require large/expensive MRI machines in labs), this is the most cost-effective and least invasive way to measure arousal and orgasm.

We have other sensors built in to be able to measure orgasms accurately (not to get into the messy details here, but basically, things like sensor data and movements during masturbation/sex can make measurement and tracking complicated).

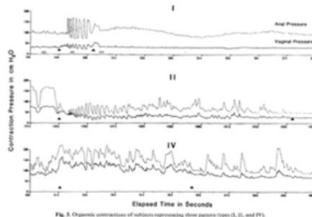
This sort of tracking is similar to what a sex therapist may recommend if you have questions about sex — if you start recording your experiences, you can see how things change over time and in different circumstances. But one of the challenges with that is that it can be tough to reliably measure physiological responses in the moment, and also, it's often just not sexy or something that's easy to do. Lioness is able to track the subtle patterns from your body so you can notice things that may have been difficult to spot in the moment or over several sessions across a longer period of time.

**Fun Fact:** While orgasm patterns hover around the 1-2hz range, patterns can differ a bit between individuals.

<https://blog.lioness.io/orgasm-patterns-using-the-lioness-f9b55b7834de>

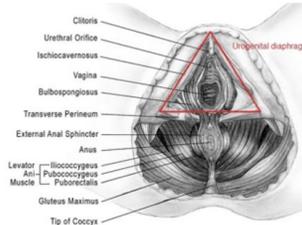
# Making Sex Information Accessible

## Data Rooted in Science



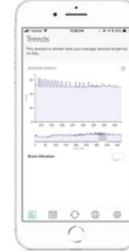
E.g. Bohlen et al (1982)  
The female orgasm: pelvic contractions.

## Physiological Response



Physiology married with subjective experience.

## Real World Data and Insights



Patented biofeedback technology and sex journal to track experiences over time.

## 2. What's a sample of a project you can share?

One example is our report, in collaboration with Eaze (cannabis delivery company). We enlisted 19 volunteers who were already Lioness users to test an array of different cannabis and CBD products and see their effects on pleasure and orgasm.

For example, we found that for each individual, CBD and THC respectively increased median time masturbating by 51% and 138% (compared to sober), the amount of time to first required to reach initial orgasm decreased by 15% and 25%, and sober sessions typically produced 1.2 orgasms, while CBD raised this average to 1.57 and THC to 1.66.

### See the full report:

<https://www.eaze.com/article/eaze-insights-sex-cannabis-marijuana-weed-orgasm-intimacy>

## 3. What have been some other ways people have used Lioness?

People have used the Lioness Vibrator and app like a sex diary to [try new things](#), track [how their health affects their pleasure](#), and experiment with how different substances (like [alcohol](#) or [cannabis](#) or, yes, even [weed lube](#)) can change their experience. We've even had a person discover the [severity of their concussion](#) through changes in their orgasm data.

For folks who are more creative or data savvy, we've seen people use their own data for projects we never would've thought imaginable — one pop star used her own orgasm data to [create music](#)!

## 4. Can people with penises use Lioness?

Everyone has a pelvic floor, and everyone has an orgasm pattern. People with penises have also used Lioness to track their orgasms, too. Perhaps our orgasms aren't so different after all...

### See one case study where we showed just how similar orgasms can be:

<https://lioness.io/blogs/sex-guides/male-orgasm-versus-female-orgasm-is-there-a-difference>

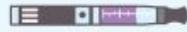
Sample infographic from our report with Eaze.

CBD and THC each increased how long individuals masturbated and decreased amount of time needed to orgasm.

**THC**



**CBD**



▲ **138%**



▲ **51%**

**LENGTH OF SESSION**

▼ **46%**



▼ **14%**

**TIME TO FIRST ORGASM**



\*Note: The statistics are averaged (median) percentage change for each individual's sessions relative to sober/no product.

## What data is stored and how does Lioness protect it?

There's a lot of technical specifics, but it's important to understand our fundamental principles on security and privacy, which guide what we do on an implementation and day-to-day level.

First off, actually abide by best practices. A shockingly large number of breaches, including the most visible ones, are just from bad security policies that violate recommendations that have been around for decades. We are meticulous about following these practices.

Secondly, the most secure data is that which you don't have. We recognize that having data is both powerful, but also a liability/danger. We collect the minimum necessary to provide value to our users that they clearly can see.

Finally, thinking about security is always about contingencies and defense in depth. We assume from day one that data can be breached. If so, how do you make it as useless as possible for an attacker? One of the measures we take is we actually fully anonymize and hash user names even in our database itself. That means, even if someone hacks our database (past many of the measures we have) they still can't figure out who is who—because even we can't do that, based on how we've set up our systems.

As a whole, our approach has been lauded by the [Mozilla Foundation](#) on their report for IoT devices, and said Lioness is an example of "privacy and security very seriously and are a model of doing things right." As a result of both the report and our general approach, we've actually advised different companies in multiple sectors as well how to best handle data in a thoughtful way.