

ARCWAVE™



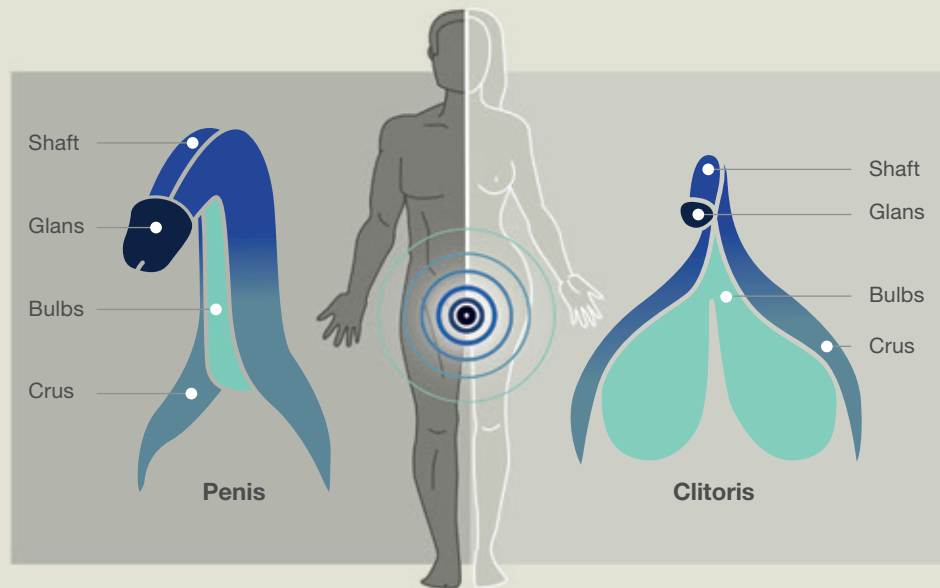
NEWGASM

ARCWAVE ION
HIT THE RIGHT NERVE

Gentlemen, a question please... Ever Wonder What a Female Orgasm Feels Like?

In 2017, the idea for Arcwave - a new male pleasure brand - was born out of a SexTech lab in Berlin, Germany. **The mission was to elevate masturbation for men, delivering a more varied, more exciting, more rollercoaster ride to climax.**

What came out from the testing (and many prototypes) is something based on anatomical fact, industry-leading SexTech, and is uniquely engineered for men.

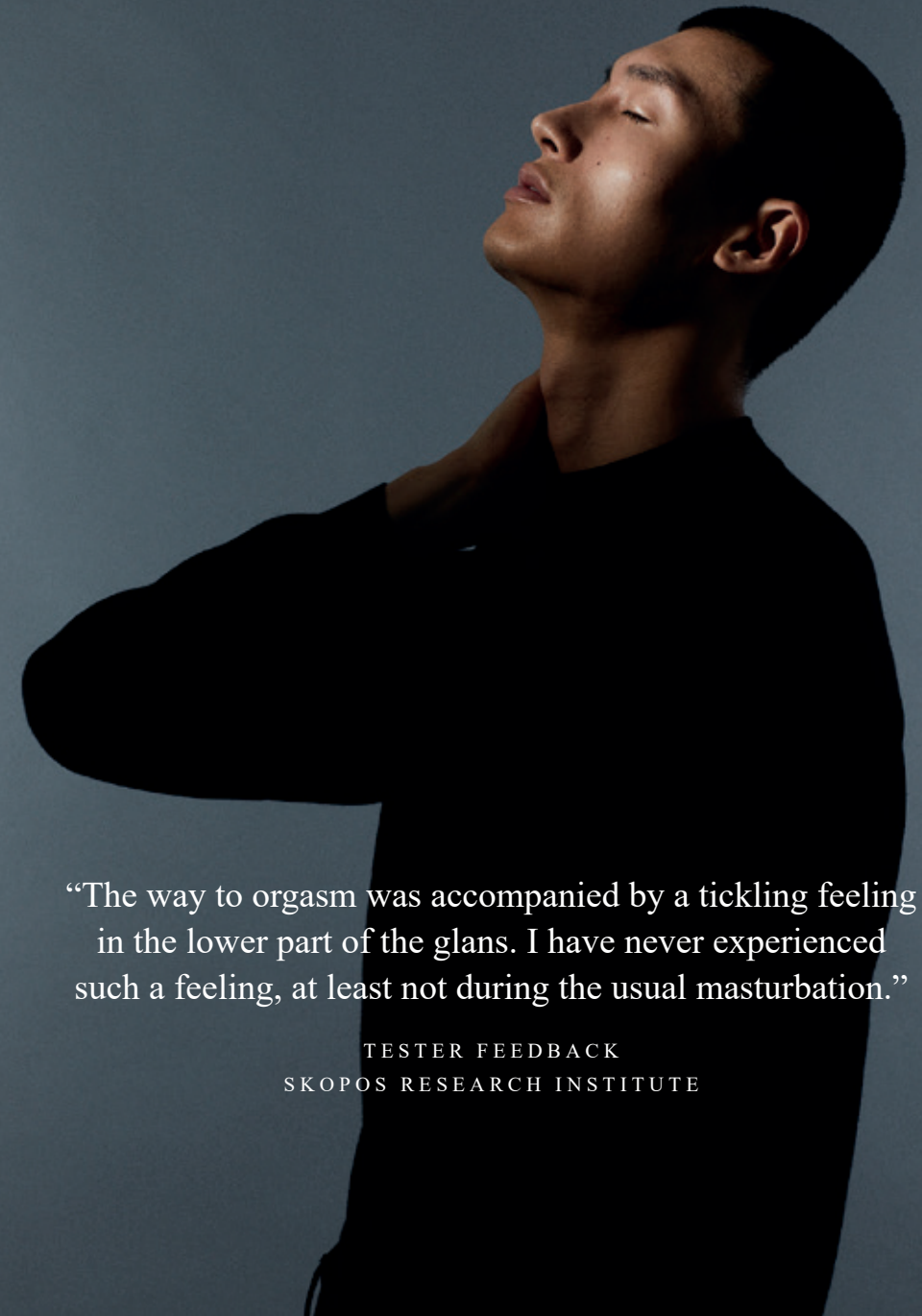


Nerve Endings Have No Gender Identity

The world's leading sex toy brands have long seen the female orgasm as something to celebrate, but why should it not be something to emulate as well?

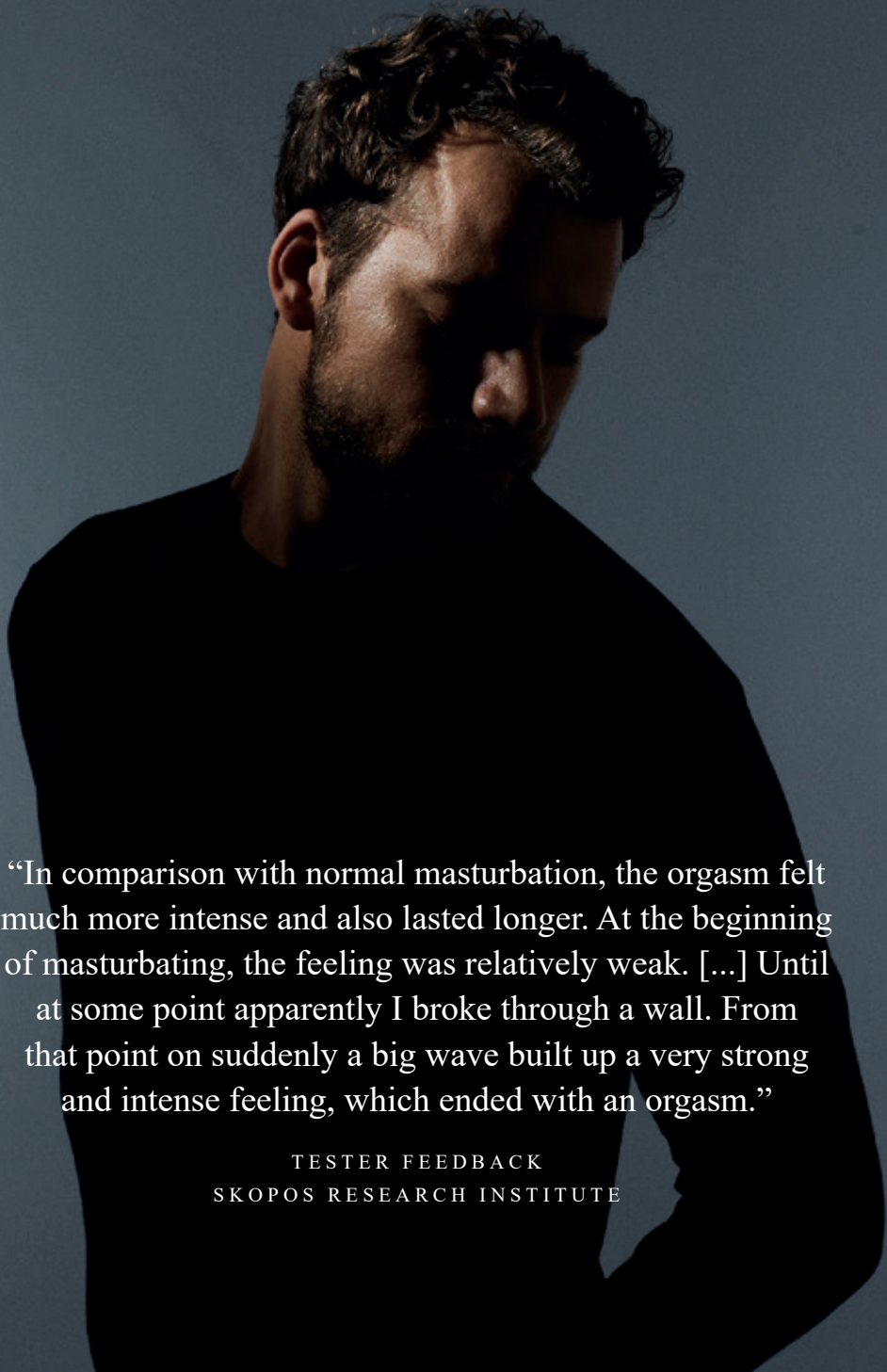
During fetal development, the penis and the clitoris originate from the same tissue. The glands of the clitoris find their male counterpart in the frenulum, located on the underside of the penis. It's often reported that women experience more varied and more intense orgasms than men (albeit less frequently), due to the high concentration of Pacinian receptors in the clitoris.

Less well known is the fact that the same nerve endings (Pacinian receptors) that are responsible for clitoral orgasms exist in the male body. **The challenge for Arcwave was how to reach them.**



“The way to orgasm was accompanied by a tickling feeling in the lower part of the glans. I have never experienced such a feeling, at least not during the usual masturbation.”

TESTER FEEDBACK
SKOPOS RESEARCH INSTITUTE



“In comparison with normal masturbation, the orgasm felt much more intense and also lasted longer. At the beginning of masturbating, the feeling was relatively weak. [...] Until at some point apparently I broke through a wall. From that point on suddenly a big wave built up a very strong and intense feeling, which ended with an orgasm.”

TESTER FEEDBACK
SKOPOS RESEARCH INSTITUTE

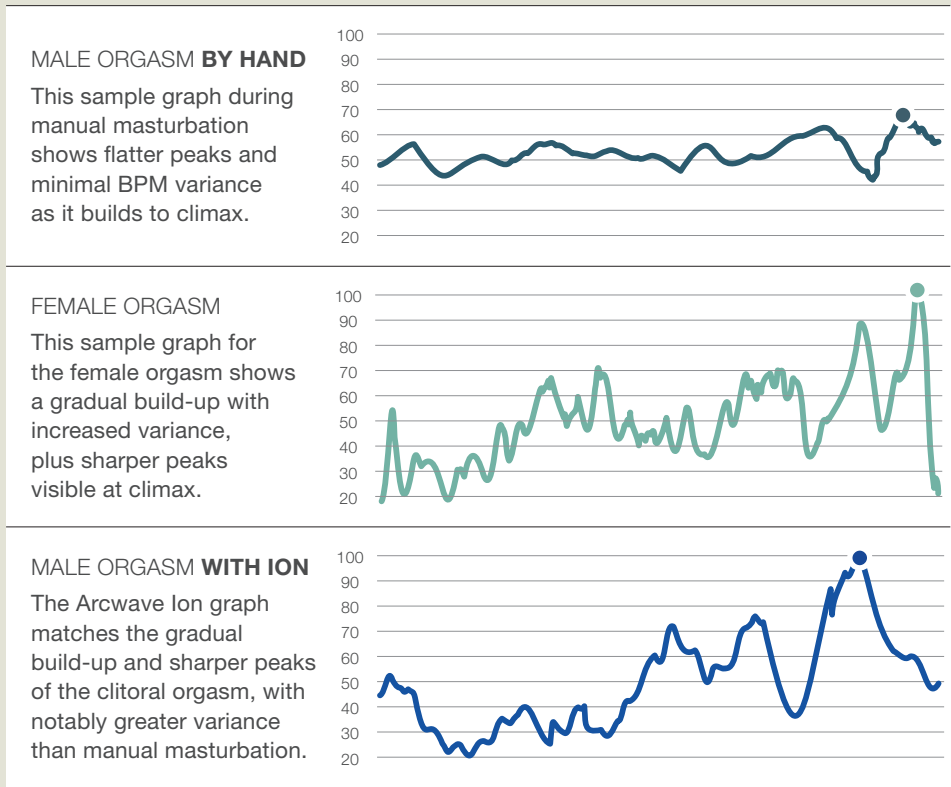
Pleasure Air, Engineered for Men

In 2014, Pleasure Air forever changed the sex toy industry. Womanizer introduced the first product for women that, instead of vibration, utilized changes in air pressure to deliver powerful orgasms.

Arcwave technicians took on the challenge to re-engineer Pleasure Air for men. Generating more powerful pressure waves, a wider surface spread, and after 13 rounds of prototypes, something special happened.

Testers reported orgasms as being more intense, more varied, with a build-up never experienced before. What the men described was so similar to accounts of female orgasm that we commissioned wider, independent research to compare the two directly.

Sample Orgasm Heart Rate Graphs in BPM (Beats Per Minute)



Data from Project Tiresias, part of a wider study alongside Skopos Research Institute.

The Arcwave Ion: Hit the Right Nerve

The Arcwave Ion promises a completely new experience of masturbation, with additional technical features that set it apart from the competition:



World's First Pleasure Air Stroker for Men

Ion stimulates the frenulum (underside of the penis) with arced waves of pressure to deliver an entirely new type of orgasm, one that is not achievable by stroking alone.



Rollercoaster Ride to Climax

Entirely unique experience that matches the female orgasm for its more varied build-up, followed by waves of sensation and powerful release.



Smart Silence Built-in

Stimulation starts and stops automatically as Ion senses skin contact on the Pleasure Air sensor.



Clean Tech Silicone

Premium grade silicone, created by Arcwave, is super smooth, durable, hygienic and tailored for a superior finish.



Suited to All Body-Types

Soft, stretchy silicone combined with Pleasure Air Technology suits both circumcised and uncircumcised penises of all sizes.



Twist to Open

Unique design makes cleaning effortless, while its charging base integrates a silica stick to dry any lasting water droplets.

Male Masturbation

Quick facts

154 On average, men masturbate 154 times per year, translating to 2.96 times per week.

26% The percentage of men that experience an orgasm for 4-6 seconds, while 18% say it lasts 7 - 9 seconds.

56% The percentage of men who prefer to masturbate in the bedroom, vs 30% in the shower, 22% in the bathroom, and 1% at work.

61% The percentage of men who name better orgasms as the main reason for buying a sex toy.

29% The current percentage of men who use sex toys on a regular basis for masturbation.

19% The percentage of men who use both hands equally to masturbate.

Survey data supplied in collaboration with Appinio Market Research agency, recorded July 2020. 3000 men from Australia, Austria, Canada, France, Germany, Hong Kong, Singapore, South Korea, Switzerland, Taiwan, UK and USA participated. Additional data provided by Behavioral Science Lab. Results on file and available on request.

About

Arcwave is a leading premium pleasure brand developed by a world-class team of engineers who have made it their mission to redefine the male orgasm experience. In 2020, Arcwave was born into the WOW Tech Group house of brands, a global industry leader in pleasure innovation. Founded in Berlin, WOW Tech Group has offices in Berlin, Ottawa, and Hong Kong. WOW Tech products are available at thousands of retail stores and online shops in over 60 countries around the world.

For access to internal reports, survey data, third-party studies, high-resolution images and video content related to the Arcwave launch, contact press@wowtech.com

arcwave.com