

NEWS RELEASE
March 8, 2022

Symbol: CSE: WIFI, OTCQB: AAIRF
For Immediate Dissemination

AMERICAN AIRES LAUNCHES VIDEO SERIES DEMONSTRATING PRODUCT EFFICACY

March 8, 2022 - Toronto, Ontario – American Aires Inc. (CSE: WIFI, OTCQB: AAIRF) (the “Company” or “Aires”), a provider of scientifically-proven EMF modulation technology, launched their [first video](#) of a series demonstrating the effectiveness of the Aires microprocessor at eliminating the biological effects of radiation emitted from electronic devices.

Inspired by an earlier [peer-reviewed study](#) performed by leading researchers, [this video demonstration](#) shows the same compelling visualization of the physiological response of a human brain with and without the use of the Aires microprocessor. To lead this demonstration, Aires enlisted the help of a leading neuroscientist and certified QEEG/Brain Mapping expert and CEO of NeuroField Inc. Dr. Nicholas Dogris of Santa Barbara, CA. Using electroencephalography (“EEG”), Dr. Dogris mapped real-time brain activity of 4 test subjects while performing basic activities using wireless technology devices.

“As a technology-loving consumer, two things stood out to me when I first read the findings published by the original research team. As a mobile phone power user myself, the first thing that really grabbed me was seeing the EMR-induced stress in the test subjects brain with very normal phone usage. There was an incredible amount of negative brain activity. This was something I did not fully understand until I read this study. The second thing was just how clearly effective the Aires technology was at returning the brain to a calm baseline. Reading the research on the page was powerful so I knew if we could replicate this study as close as possible on video, viewers will quickly experience the same overwhelming reaction I had,” said Josh Bruni, Chief Revenue Officer at Aires.

While several of the demonstrations captured the brain’s responses to regular tasks performed while using a cell phone, one demonstration looked at the change in brain waves while using a VR headset. As consumers continue to move towards virtual and augmented reality or the Metaverse, understanding the body’s biological response to a device worn so close to the brain was of importance to Aires.

“I think the science is lagging far behind the adoption rate of technology and the exponential increase in EMR that comes with that. This seems to be the case in the US and Canada where many of the exposure limits and regulations that govern these things predates the invention and usage of nearly all consumer mobile and wireless technologies. It for sure predates the mass rollout of the Internet Of Things and for sure predates extremely powerful technology worn in such close proximity to the brain such as a VR headset. As science and regulators play catch up our goal with these videos is really two things: first, show consumers we have more to learn about the biological effects of EMFs; second, there is an effective solution already

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available. So go play your games, use your cell phone, talk to your refrigerator or whatever it is you use your technology for and do so with peace of mind and confidence,” added Bruni

VaynerCommerce, Aires’ media partner, directed and produced the video which was filmed in Los Angeles in February, 2022. Although a date for the next video has not been announced, the Aires team says more are already in development. You can go here to view the first video.

About American Aires Inc.

American Aires Inc. is Canadian-based nanotechnology company which has developed proprietary silicon-based microprocessors that reduce the harmful effects of electromagnetic radiation (EMR). The technology was developed by a team of highly accredited scientists and confirmed by independent third-party validation including peer reviewed studies and publications in scientific journals. Aires’ Lifetune products specifically target EMR emitted by consumer electronic devices such as cellphones, computers, baby monitors, Wi-Fi radiation, including the rapidly expanding next-generation high-speed 5G networks. Aires is listed on the CSE under ticker ‘WIFI’ and on the OTCQB under the symbol ‘AAIRF’. Learn more at www.airestech.com.

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Brain Scan Video: <https://airestech.com/blogs/news/eeg-brain-scan-video-shoot>

Earlier study: <https://airestech.com/pages/verify-effect>