



Well Being Digital (2026-07-07)

Sanag debuts Apex, the World's First Clip-on earbuds with advance heart rate sensing on both ears, from WBD101



Sanag Apex - World's First Dual Side Clip On Earbuds with Heart Rate Sensing

Clip on, open ear earbuds are emerging as one of the fastest growing segments in personal audio, driven by rising demand for all day comfort, situational awareness, and wearable intelligence. As consumer acceptance continues to rise, particularly for long duration wear scenarios, more brands are embracing this form factor by refining ergonomics, prioritizing product launches, and integrating advanced features such as health sensing and AI. The result is a form factor that is gaining momentum worldwide, with growth rates outpacing traditional in ear designs and expanding appeal across fitness, work, and everyday use.

Sanag Apex are open ear, clip style wireless earbuds designed for audio plus health tracking. They integrate dual side biometric sensing, using optical PPG sensors to measure heart rate and blood oxygen (SpO2) synchronously across both ears, improving stability versus single point sensing. Powered by Well Being Digital (WBD101) ActivHearts, the system supports real time monitoring during exercise and daily use, with alerts and analytics via a companion app. Other specs include ~7-7.5 hours battery (~50 hours with



case), Bluetooth connectivity, 11.8 mm drivers, and IP67 water resistance. AI features (translation, transcription, assistant functions) are also integrated.

"Dual ear sensing captures parallel biometric signals, enabling continuous monitoring, enhanced data stability, and more consistent heart rate and blood oxygen insights" said Wallace Wong, Co Founder and CTO of WBD101 <https://www.linkedin.com/in/wallace-wong-4157531/> , "it delivers a good ± 5 BPM measurement error during workout for better accuracy".

"Following earbuds market leader Apple who launched their dual in-ear heart rate sensing earbuds AirPods Pro 3 in Sept 2025, the Sanag Apex dual clip-on heart rate earbuds has gathered hundreds of positive reviews on China's JD.com since their debut, making them an emerging leader in this space" said Kow Ping, Co Founder of WBD101 <https://www.linkedin.com/in/kowping/> , "Sanag is expanding clip on earbuds adoption globally through their brand marketing, rapid innovation, and integrated AI-enabled wearable features".

As the boundaries between audio, health, and AI continue to converge, the next phase of wearable innovation is being shaped by new form factors and deeper sensor integration. Sanag Apex signals a step forward for the industry, demonstrating how comfort-first design can coexist with meaningful biometric insight. For global audio brands, the opportunity is clear: reimagine earbuds not just as listening devices, but as continuous, intelligent companions. The rise of clip-on wearables invites the broader ecosystem to explore new possibilities in design, data, and user experience-driving the next wave of differentiation and growth worldwide.

The Sanag Apex is available in China now both at JD.Com and Tmall.com. Search for "Sanag Apex".



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About Well Being Digital (WBD101)

Founded in 2012, WBD101 is a Hong Kong based company whose first patents are dated back to 2008, incubated by the Hong Kong Science and Technology Parks Corporation (HKSTP), it has teams in Hong Kong, Shenzhen China and Singapore to provide very timely support to B2B customers during their product designs, testing and production stages. WBD101 provides Optical Designs (OpticalFusion) and Health-Sensing Algorithm (ActivHearts and Mogo) to earbuds brands looking to develop smart hearables, it also co-develops Bluetooth SDK with brands to enable optimized Bluetooth IC resources. WBD101's technology has been licensed by several consumer earbud brands and many others in the Fitness/HealthTech/MedTech space.

Over the years, WBD101 won numerous international awards including the Best Wearable Mobile Tech Awards at the Mobile World Congress 2016, Special & Gold Awards at the 43rd Geneva Inventions Conventions, 2016 WITSA Global ICT Award, the inaugural HK City I&T Grand Challenge Innovation Award in 2022 and the 2025 EE Innovation R&D Award (Most Promising Product). Visit <http://www.wbd101.net>

About Sanag

Sanag Was founded in London, UK in 2010. Its headquarters in China was established in Shenzhen, Guangdong province in 2013. Sanag maintains the use and attention of new technology, with young, fashionable, creative design language and elements, to provide consumers with highly innovative, high-quality intelligent electronic consumer goods. Sanag aims to combine the practicality and creativity of its products, providing high-quality and trendy creative digital products for every consumer, allowing consumers to enjoy the quality life of intelligent digital products. <https://www.sanag.cn/>



Sanag, labelled the world's top clip-on earbud brand, owns 250+ patents and 10 million global users. It builds AI open-ear earbuds with premium acoustics, translation tech and sleek lightweight wearables, backed by an exclusive acoustic innovation lab. <https://www.sanag-ai.com/>