

Withings Media Contacts:
Josie Latham/ Frank PR/ UK Press
josielatham@frankpr.it
0207 693 7152



Nokia begins sales of the award-winning Withings Steel HR, providing heart rate tracking in an analog watch for the first time

The latest activity tracking watch from Withings receives a CES innovation award and integrates new automatic recognition for 10 additional activities



5pm PST, January 3, 2016 - Las Vegas, CES Unveiled - [Withings](#), part of Nokia and a leader in the connected health revolution, today announced availability of the ***Withings Steel HR previously announced during IFA***, a connected health watch with fully-featured activity tracking, heart rate monitoring and smartphone notifications. Continuing to spearhead the unique category of beautifully designed trackers within fashionable timepieces, Steel HR marries classic French design with advanced heart rate monitoring and a 25-day battery life. Steel HR can automatically measure continuous heart rate during workouts, average heart rate during the day at the click of a button, and night heart rate while sleeping, whilst also offering a dynamic digital screen that displays your overall health data and smartphone notifications. In addition, the watch now features new tracking capabilities with automatic activity recognition for up to 10 new activities, from tennis to weight lifting to dance. Steel HR was awarded the prestigious CES 2017 Innovation Awards in the Biotech, Sports and Fitness category.

Seamless, Modern Design

Steel HR has all the features of a stylish analog watch that users actually want to wear: French design, stainless steel casing, chrome hands, and modern silicone straps. In addition, Steel HR will be available in

two sizes: 36mm and 40mm. The standard 36mm case comes with a 18mm strap and will be available in black and white. The new 40mm case will be available in black and comes with a 20mm strap.

Like its predecessors, Steel HR features hand dials that show the time and a sub-dial that shows the percentage of personal daily activity goal achieved. The activity goal (e.g. 10,000 steps) is set within the free Withings Health Mate application (available on iOS and Android) and keeps users up to date on their progress. Steel HR also boasts a new dynamic digital screen at the top of the watch face, which displays health data and smartphone notifications. Users can choose the information they would like to be shown on this screen through a multifunctional button on the side of the watch. This button allows users to navigate through data options including calories burned, daily steps, distance, sleep duration and smart alarm, and to receive notifications for calls, texts and event reminders.

Best-In-Class Battery Life

Steel HR is powered by a rechargeable battery that lasts up to 25 days, offering the best battery life for a heart monitoring activity tracker. After approximately 25 days of heart rate monitoring, Steel HR will transition to power save mode, giving users an additional 20 days of battery life. In power save mode, Steel HR will continue to track basic activity, including steps and swims.

Holistic Approach to Heart Rate Monitoring

Steel HR goes beyond tracking steps by providing users with a more detailed look into their overall health and fitness performance. This is accomplished through a technology called photoplethysmography (PPG), which monitors heart rate using green LED lights to detect variation in the level of blood in the wrist.

During a workout session, users can launch a continuous heart rate session simply by pushing the multifunctional button on the watch. Moreover, Steel HR will automatically initiate continuous heart rate while running. During exercise, seeing real-time heart rate at a glance can help optimise workout intensity and can motivate the user to improve performance. Post-workout, user will then be able to view maximum heart rate, calories burned, and a “time in zone” graph directly within Withings’ free Health Mate App.

On a daily basis, users can visualise how much time was spent in each heart rate zone, providing a holistic picture of their activity output. At night, Steel HR also automatically monitors the user’s pulse while sleeping to provide night heart rate - a key metric to assess overall health over time.

“Whether you’re an athlete or simply trying to lose a few pounds and get a better handle on your health, knowing your heart rate can help you better understand your overall health and reach your fitness goals,” said Cédric Hutchings, VP of Digital Health, Nokia Technologies. “With the wealth of insights it provides and the extended battery life for a health watch of its type, Steel HR truly is the first of its kind.”

Automatic Activity Recognition

Steel HR, as with all trackers from Withings, now features updated auto-activity recognition capabilities that can detect a wide variety of movements and speeds associated with various activities. This now goes way beyond tracking walking, running, swimming and sleep to identify ten new sports. For every activity detected but not recognised by the tracker, the device will ask users to identify the action in the app and within three sessions will learn and automatically track the movement. Supported activities include tennis, ping-pong, squash, badminton, weight lifting, basketball, soccer, volleyball, dance, and boxing. At night, Steel HR analyses light and deep sleep cycles, as well as wake ups, to give users a full understanding of sleep patterns.

Personal Health Coach

The new Steel HR connects to the free, award-winning Withings Health Mate iOS and Android application. Acting as a powerful resource to manage many aspects of everyday health, Health Mate provides detailed information about activity including heart rate summaries, a daily timeline, personalised advice, and advanced food-logging capabilities. It even allows users to share their data and challenge friends via “in app” interactive leaderboards and through social media channels. Health Mate also integrates with over 150 top health and fitness apps to further add to the 360° wellness experience.

Availability

Both versions of Withings Steel HR will be available at withings.com and at main retailers. The 36mm will retail for £169.95 and the 40mm for £179.95.

###

About Withings

Withings, part of Nokia and leader of the connected health revolution. We invent beautiful, smart products and services that help people become happier and healthier. Founded by visionary innovators Cédric Hutchings and Eric Carreel in 2009, Withings was acquired by Nokia Technologies in May 2016, and will accelerate innovation in the digital health space.

The award-winning range of Withings products built across the health spectrum includes activity trackers (Withings Pulse, Activité and Go), the Wi-Fi scale and health station (Body Cardio), the Wireless Blood Pressure Monitor, the security camera with air quality sensors (Withings Home), the smart temporal thermometer (Withings Thermo), and an advanced sleep system (Withings Aura). Every piece of collected data comes to life in Withings applications where users can find coaching, motivation, and insights to shape key aspects of their health.

About Nokia Technologies

Nokia Technologies is Nokia's advanced technology and licensing business. Formed in 2014, TECH builds upon our solid foundation of industry-leading licensing and technology R&D capabilities. By focusing on Digital Health, Digital Media, Brand Licensing and Patent Licensing, TECH is expanding the human possibilities of the ever-evolving world of technology.

Media Inquiries:

Josie Latham
Frank PR – UK press
josielatham@frankpr.it
Tel. +44 771 0708 636