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## **Withings launches urban chic activity tracker as a new addition to Activité collection**

*All new stainless steel smartwatch launched as the must-have gift for Christmas*



**LONDON, 16 November 2015** - Withings, the leader in the connected health revolution, has today unveiled its latest innovation in activity tracking with the highly anticipated Activité Steel – a premium stainless steel analogue watch with sophisticated tracking technology for walking, running, swimming and sleeping.

An outstanding addition to the range of existing Withings products including the Activité and Activité Pop, the Activité Steel maintains Withings distinguishable elegant design and continues to innovate in the space of wearable devices by converging fashion and cutting edge mobile technology into one.

### **Technology meets fashion**

Activité Steel joins its predecessors in a new category of motion trackers where sophisticated sensors, and connectivity technology are seamlessly integrated into a fashion forward fitness accessory. The Activité Steel analog watch features a truly wearable and elegant design that extends across its chrome analogue hands, stainless steel watchcase and smooth silicone strap.

“We’ve paired Activité’s elegant Parisian design with more relaxed and edgy materials to create a very relatable device. The Steel is more relaxed than the Activité and more formal than the Pop, making it ideal for any situation.” said Cédric Hutchings, CEO of Withings.

### **Time to take control of your health**

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Activité Steel features two hand dials, displaying the time and a sub dial showing percentage progress of specific activity goals. Personal objectives (e.g. 10,000 steps) are set within the application and throughout the day the user is able to continually monitor progress at a glance, creating instant motivation. Once the goal is achieved, the watch will vibrate to notify the wearer of the accomplishment. The watch also automatically recognises and tracks swimming and running. Worn at night, it will monitor sleep quality and wake the user up with a gentle vibration.

As with all the ecosystem of Withings devices, Activité Steel syncs automatically with the free Withings Health Mate application, which was named one of Apple's Best Apps of 2014. Health Mate acts as a coach to help users achieve personal goals and includes an interactive leader board, personal "data insights," smart reminders and achievement badges. It is integrated with 100+ partners whose services add up to the 360° wellness experience (GPS running, food logging).

New features include updates to the Health Mate app with advanced food logging capabilities integrated into the timeline, through a partnership with MyFitnessPal. This allows for the Health Mate app to act as a personal diet coach, which motivates users to achieve their own health goals and maintain well being via one powerful tool.

**Wearable on the long run**

Aside from aesthetics, the Activité Steel design is truly fit for function and includes a set of game-changing features that makes it truly wearable in the long run. Always up to date, the hands of the Activité Steel automatically adjust when it crossing time zones and when the clock changes. There is no need to recharge it as a single standard watch battery powers it and lasts up to 8 months. It is also water resistant up to 30 metres, making it the all purpose watch.

"The activity tracker category has a huge problem with abandonment, and so consumers don't really get to see the benefit of long-term data and the impact it can have on their health," said Cedric Hutchings. "Activité Steel's fashion-forward styling, price point, and ease of use combine to create a tracker users wont want to take off."

Activité Steel will be available from 16<sup>th</sup> November 2015 exclusively on Withings.com, for a MSRP of £139.95.

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**About Withings**

Withings is the company that leads the connected-health revolution. Founded by visionary innovators Cédric Hutchings and Eric Carreel, Withings create products and services that empower people to track their lifestyle and improve their everyday wellbeing for a better long-term health. Emotional, flawlessly designed and simple-to-use, they seamlessly introduce cutting-edge innovation into people's daily routine. Since 2009, Withings has built a range of products that covers the whole health spectrum including the Withings Pulse (activity tracker), the Smart Body Analyzer (smart scale), the Wireless Blood Pressure Monitor and Withings Aura (Smart Sleep System). Every piece of collected data comes to life

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into the Withings Health Mate application where users get coaching and motivation tools to shape every aspect of their health.

Read more about Withings on [www.withings.com](http://www.withings.com).

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