

Withings Launches Pulse O_x , Revamped Health Mate App *Updated Wear-It-Your-Way Activity Tracker Reads Two Vital Signs; New App Brings Live Coaching*



London, 22nd April -Today Withings, the leader in the connected health revolution, announced the launch of the Pulse O_x activity tracker and a redesign of its companion app, Health Mate. The new device expands on the versatility of Withings' original Pulse, adding a wristband accessory so users can wear it as a watch. The Pulse O_x also adds the ability to measure blood oxygen level in addition to heart rate, a first for the category. The updated Health Mate app now features real-time coaching that turns the data from Withings devices into actionable advice.

Long-term adoption

To promote long-term use and alleviate the inconvenience of single-purpose wearables¹, the Pulse O_x is designed to be worn a number of ways – whether it's in a pocket, clipped to a user's clothing, or worn on the wrist. Cédric Hutchings, CEO & co-founder of Withings explains: *"Activity trackers have become very popular among health-conscious consumers, but we recognize a responsibility to design devices that are very accessible for a large population to use consistently over the long term. It's the only way they can have a real impact on health"*. New automatic background synchronization via Bluetooth Low Energy and wake-up recognition also contribute to Pulse O_x's ease of use.

Two vital signs

Like its predecessor, the Pulse O_x tracks users' activity, sleep, and heart rate. The improved device tracks a second vital sign, blood oxygen level, via an optical lens and light on the back of the unit - a first for the category of activity trackers. Accurate blood oxygen readings can be critical for mountain climbers, athletes, and people with breathing problems like asthma and other COPDs. It's also a way for anyone to quickly assess respiratory function.

¹ One third of wearable device owners stopped using them within six months; Endeavour Partners survey, September 2013

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**New Health Mate App**

Along with the introduction of Pulse O_x, Withings also released a major update to the Health Mate, the central user experience for all their products. The web and mobile application has been revamped to provide real-time coaching toward the user's health objectives. Smart Insights help point out users' progress, Healthy Reminders help them adopt the right habits, Virtual Badges provide rewards, and Leaderboards add a competitive element to staying healthy. All items appear in real-time on a new Timeline view to maintain daily motivation. According to Hutchings, *"People are done with raw graphics! They want some kind of interpretation and, most importantly, some realistic call to action."*

Availability

The Withings Pulse O_x is available today from selected retail partners and on Withings.com for £99.95.

Experience the Pulse O_x on www.take-your-pulse.com or learn more on www.withings.com/pulse

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 well being 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, the Wireless Blood Pressure Monitor and Withings Aura. Every piece of collected data comes to life 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.

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