

Paris, 8th November 2011

Withings Smart Blood Pressure Monitor wins iF Product Design Award 2012



2012

Withings is delighted to announce that The Smart Blood Pressure Monitor has been honored with a prestigious iF product design award 2012 and will be recognized with the renowned iF label. This is an excellent addition to the portfolio of world awards which the young French Withings has already achieved since its first smart product in 2009.

Cédric Hutchings, Withings co-founder comments: *“By giving Withings this award, iF recognizes how health devices and services have evolved into smart communicating objects. Up until now, health technology devices have been complicated with functional designs which are more in line with medical devices used in hospitals rather than being stylish objects used to improve your lifestyle. Both the design of the Withings Blood Pressure Monitor and its interface have an ability to easily change people’s daily habits. With its disruptive design and user friendly interface, one of Withings’ main goals was to create a blood pressure monitor which can be used at home and which demonstrates how technology can seamlessly help people maintain a healthier lifestyle”.*

With the sleek and innovative design of The Smart Blood Pressure Monitor, Withings disrupts pre-conceptions of traditional medical devices by making a stylish object which is desirable. It also helps make self-measurement, which is recommended by health professionals, simple and more accessible to people. Furthermore, Withings chooses to distribute its Smart Blood Pressure Monitor in consumer electronics shops such as Apple Stores, FNAC & Best Buy instead of targeting medical distributors as their primary focus. In doing this, Withings democratizes the use of health devices in everyday life by designing and creating a device which is more in line with products from the fitness sector rather than referencing medical equipment which is usually used in hospitals.

The Withings Smart Blood Pressure Monitor is truly a plug-and-play solution for blood pressure measurement and tracking. Users simply wrap the blood pressure cuff around their arm and plug it directly into their iPad, iPhone or iPod touch using the incorporated cable. Once connected, the Withings App launches instantly on the iOS device and is ready to begin the measurement. When the reading is complete, the full results (Systole, Diastole and heart rate) are saved directly on the device, eliminating manual tracking.

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The Smart Blood Pressure Monitor allows an easy and reliable remote exchange. A user's stats can be accessed instantly from their iOS device or from their personal Withings webpage. Results can easily be shared by emailing results to a doctor and/or using the device's automatic sharing feature to sync with personal health record sites or an online coaching service provider.

Withings Smart Blood Pressure Monitor is available from www.withings.com

MSRP: 129 € TTC

The free Withings app can be downloaded from the App Store.

About Withings:

Withings designs, develops, and industrializes connected objects. Withings is a French start-up founded by Cedric Hutchings and Eric Carreel.

Increasing the capacities of an object by network resources is giving it access to infinite computing and storage capacities without increasing the cost. The object's interfaces are also ported to appliances like mobile phones or computers, to benefit from their resources.

The everyday object thus sees its performance increased tenfold, its user interface and design improved, and enters an ecosystem of permanently connected appliances.

Withings products range



Cédric Hutchings: Withings General Manager

35 years old, he accumulated 8 years experience in marketing general public technological products. After joining Inventel as product manager where he managed the launch of residential wireless gateways, he held at Thomson in the position of marketing director of domestic products in charge of developing residential offers. Engineer at the Ecole Centrale of Paris and holder of a Masters from the Massachusetts Institute of Technology (MIT), distinguished best Product manager of the Thomson group in 2006.

Cédric ensures the general management and marketing and commercial development.

Eric Carreel: Withings Chairman

Eric first worked in institutional research as a researcher in the field of radio. He then jointly founded Inventel and was president from 2002 to 2005, being one of the major architects of Triple Play in Europe. After Thomson bought Inventel, he became technical director of Thomson's domestic product division. He created and managed the Advanced Product Development group within this division. Eric is an Engineer from the Industrial Physics and

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Chemistry Grande Ecole in Paris (ESPCI) and has a PhD in engineering from the University of Paris VI. He is the author of fifty or so patents.

Eric provides the vision and innovation.

About IF Design

For the last 58 years, the iF product design awards has been an internationally recognized label for award-winning design and the iF brand has become a symbol for outstanding achievements in design. During the judging process, design experts from all over the world come together in the iF juries to evaluate the entries: excellent design is recognized and rewarded. The iF design awards have long been a trademark feature of iF and the iF label is recognized the world over as a seal of design excellence.

For more information, contact PR representatives below or visit www.withings.com. HR pictures available at www.withings.com/press

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