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Withings adds swim tracking to its Activité range

Withings announces new swim tracking functionality to its stylish activity trackers



July 7th – Withings, the leader in the connected health revolution, is once again paving the way in wearable technology with the announcement of their automatic swim-tracking feature on the Withings Activité and Activité Pop.

The watches will automatically adjust on impact with the water, allowing users to record swim time and calories without a second thought.

With a wide range of tracking features including distance covered, calories burnt and steps taken, the arrival of this new functionality to the already popular smartwatch series demonstrates Withings' passion for seamlessly integrating activity tracking in to anyone's lifestyle.

The new features mark the start of Withings' dive in to the swim-tracking arena,

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with additional features to follow in the near future.

As with all other activity tracked on the Activité series, users' swimming sessions will be logged and tracked in Withings' Health Mate app, enabling instant access to data and statistics.

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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 creates products and services that empower people to track their lifestyles and improve their everyday well being for 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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