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Limited Edition Withings Activité Pop Launches at Best Buy



September 8, 2015 – BOSTON, MA – [Withings](#), the leader in the connected health revolution, has unveiled a limited edition Coral Pink version of Activité Pop – a stylish Parisian designed analog watch and sophisticated activity, sleep and swim tracker. The Activité Pop is one of the most *wearable* wearables on the market and continues to top the hot trends of fashionable fitness wear for those who refuse to compromise style for functionality.

The Coral Pink Activité Pop joins three other colors in the product assortment: Bright Azure, Shark Grey and Wild Sand. Sporting an elegant, classic analog timepiece design, the Activité Pop features two dials, one showing the time and a sub-dial showing the percentage of specific activity goals achieved. These objectives (e.g. 10,000 steps) are set through Bluetooth within the free *Withings Health Mate* application (available on [iOS](#) and [Android](#)) and keeps users apprised of their progress throughout the day with one simple glance.

Activité Pop is the first tracker on the market to automatically detect swimming in addition to tracking other activities, such as running. When worn at night, Activité Pop will seamlessly transition to monitor sleep and can also be used as a silent alarm clock, gently vibrating to wake the user from slumber.

Each Activité Pop features a lightweight design, a PVD-coated watchcase and a smooth silicone watchstrap for ultimate comfort and durability. There is no need to recharge daily as a single standard watch battery powers the piece to last up to 8 months, and it will always keep perfect time as the hands move automatically when changing time zones. Activité Pop is also water-resistant up to 150 feet.

“Who said fitness trackers should be clunky or just come in black?” stated Cédric Hutchings, CEO of Withings. “The stylish Coral Pink Activité Pop is perfect for those with an eye for style and interest in fitness. By creating a personal, everyday device that people actually want to wear, we can help more people realize their wellness goals.”

The Coral Pink Activité Pop will be available for purchase beginning September 6, 2015 for a MSRP of \$149.95 exclusively at Best Buy Stores and online at [BestBuy.com](#) through the end of the year.

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

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