

Media

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A Touch of Pink

Withings Activité Pop tracker runs with a limited edition colour



This autumn, Withings, a leading provider of innovative connected health devices, reveal the first of the Pop Chic colours with the launch of pink. The brand new pink coloured Activité Pop will add a touch of glamour to the analog smartwatch range.

As with all Withings devices, the must-have accessory maintains the fantastic elements of all its watch collections and seamlessly combines mobile technology with effortless style, making tracking health and fitness accessible to everyone. Featuring a lightweight and fun-to-wear design, the colour variation spreads across the stainless steel watchcase and the smooth silicone strap.

Functions of the Activité Pop pink include two hand dials, one showing the time and a sub dial showing a percentage progress of specific activity goals. These goals are set within the Health Mate app on the user's phone (e.g. 10,000 steps) so throughout the day the user knows where they stand with the glimpse of an eye. When the goal is achieved, the watch vibrates. The watch also automatically recognises different activities and has the ability to track both swimming and running. Worn at night, it will also monitor sleep quality and wakes the user up with a gentle vibration.

Additional functions include automatic updates when the user crosses a time-zone or when the clocks change. Plus there is no need to recharge it as a single standard watch battery powers it and lasts up to 8 months.

Cédric Hutchings, CEO of Withings said 'This is a fantastic addition to our range of activity trackers and one we hope is hugely popular. By launching the pink Activité Pop, we want to continue to make our devices accessible to all and encourage as many people to swap to a connected device. Not only are they beneficial in tracking your health and well-being, but also allow the user to monitor progress over time.'

Activité Pop pink will be available for pre-order from September 2015 on Withings.com, for a MSRP of £119.95. Pink will also be available to buy from: Selfridges, Harrods Technology and Argos.

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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.

Read more about Withings on www.withings.com.

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