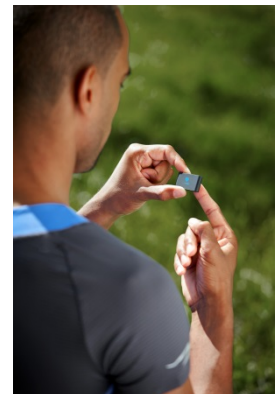


New Withings Pulse, Activity Tracking Device, Helps Users Achieve Personal Health & Fitness Goals



PARIS– June 27, 2013– The Withings Pulse, available now, is a powerful and pocket-sized activity tracking tool designed to help users achieve personal health and fitness goals. For the first time ever seen on an activity tracker, the Pulse adds heart rate measurement and automatic run detection to the tracking of steps taken, distance covered, elevation, calories burned, and quality of sleep. The device syncs via Bluetooth Smart with the free **Withings Health Mate App** where all the data is collected and displayed in real time.

Weighing just 8 grams, the Withings Pulse is designed to be unobtrusive. It can be inserted into a pocket, bag, or used with the included clip on a belt, shirt or bra. The front of the device features a fully functioning OLED touch surface that will allow users to browse a 14-day history of collected data. The back houses the on-board heart rate sensor where users simply place their finger to take their readings.



By adding heart rate measurement to the Pulse, Withings has been able to give users a way to see the larger picture of their total health. By monitoring resting heart rates and heart rates after physical activity, a user can see how the improvement in heart rate correlates to physical activity. The better a user's physical fitness becomes, the lower their resting heart rate.

The Withings Pulse will appeal to all joggers - from those occasionally practicing running to those training for a marathon. It is designed to automatically detect when a user is running. To access the duration and distance travelled during a run, a user simply presses the top button on the device to instantly view their stats without the need to fumble through any screens to view it.

The Withings Pulse also has you covered when it's time for bed. Sleep is an integral part of a healthy lifestyle, so with the Pulse, users can launch sleep cycle analysis where they can track their movements throughout the night by simply inserting the device into the included wrist band. The next morning the information is sent to the Health Mate App where users can precisely assess their sleep patterns and actually see how physical activity, or even or lack of it, affects sleep.

Losing any bit of information can be devastating, so Withings has given the Pulse a 2 week battery life between charges. Charging can be done via the provided standard micro USB cable plugged into a computer

**According to a report by the Sporting Goods Manufacturers Association*

USB port. There's even a *Power Save* mode where the Withings Pulse runs on reserve power to give users 24 hours of extra battery life even though the screen is not on, so users will never miss a beat between charges.

Cédric Hutchings, CEO and co-founder of Withings says: "Understanding and analyzing your fitness is the first step to improving it! Heart health is at the center of your overall health, so that is why we felt it was extremely important to add heart rate tracking to the Withings Pulse. The quality of the technology that we've packed into this tiny, easy to use activity tracker will take us further into a new dimension of connected health and well-being."

Withings Pulse joins the growing Withings ecosystem, which consists of various health devices and partnering third-party applications. [MyFitnessPal](#), a free calorie counter and food logging application with over 40 million users, will now send logged food items to the Withings Health Mate application. This addition means that now users of [Withings Pulse](#), [Smart Body Analyzer](#), and [Blood Pressure Monitor](#) can track their calories in, calories out and the effect that makes on their weight, blood pressure and resting heart rate. The Withings devices use the internet, Wi-Fi and Bluetooth as a means to connect to native apps and allow users to share data with family, friends, social networking sites, physicians, caretakers, coaches over 100 third-party applications.

The Withings Pulse is compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPad, iPod touch 4th gen, iPod touch 5th gen and Android devices 2.3.3 or higher. For more information on the Pulse, visit www.withings.com/pulse.

About Withings:

Withings is an innovative company that creates smart products and apps to help people across the world easily take care of their health and well-being. Founded by French executives Cedric Hutchings and Eric Carreel, Withings has been pioneering Health 2.0 since the launch of their first Wi-Fi Body Scale in 2009 and is leading the way of the connected health movement. By extending the capabilities of an object through network resources, Withings provides access to infinite computing and storage facility at no extra cost, turning objects into smart connected devices. Since 2009, Withings has extended those benefits to a wide range of lifestyle-friendly devices including the Wi-Fi Body Scale, the Smart Blood Pressure Monitor and the Smart Baby Monitor. By using mobile phones and computers as bridges and opening up its platform to the well-being ecosystem, Withings now works seamlessly with over 100 partner apps and devices, providing users with a whole new dimension to their day-to-day life. Read more about Withings on www.withings.com
High res. Images and press releases available at www.withings.com/press

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