

## Withings, pioneer and expert in connected health

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. Withings revolutionizes objects from our daily life turning them into smart connected devices by simplifying them and enriching them with services, while making the most of their connectivity and remote interfaces. By exploring the context and ergonomics of Smartphones, PC or tablets, Withings has become the open Cloud platform dedicated to health and well-being which enables data to be stored, transmitted and correlated directly from health products as well as applications (made by Withings or third parties). With its range of objects with inbuilt sensors and applications dedicated to well-being and health, Withings has emerged as the world leader and expert in Health 2.0. Withings **revolutionizes** everyday objects by **making them simpler and richer**.



**The Withings Health Mate Application** is the manifestation of the Withings Health Cloud. It's the key for mastering all around well-being. This application - which is compatible with a variety of devices and other applications - enables users to immediately access all the data relating to their health, including Activity, Weight, Heart and Sleep. Launched in August 2012, this free application is available on all iOS and Android devices. It simplifies the ways in which any user can monitor, improve and share their weight, physical activity, blood pressure and quality of sleep. The app aggregates information entered manually, sent from the Withings scales, Blood Pressure Monitor, and Smart Activity Tracker, and other partnering devices.



### Withings Products:



**Connected Body Scales:** In 2009, Withings launched the first ever **Wi-Fi Body Scale** connected to the Internet (129€), followed by the next generation version, the **WS-30**, in November 2012 (119€).

Withings continues its evolution in connected scales with the **Smart Body Analyzer** being released at CES 2013. This will be the first-ever communicating body scale to feature heart rate measurement and bedroom air quality monitoring alongside traditional weight and body fat measurements. Withings allows users to easily follow the history of their weight on an iPhone, Android phone or computer.



**Blood Pressure Monitor:** In May 2011, Withings marked a pinnacle moment in connected health with the first Smart Blood Pressure Monitor that connected directly into the iPhone (129 €) dock connector. Early detection of trends is the best way to stay healthy and the blood pressure monitor helps do just that.



**Smart Baby Monitor:** Withings reinvented the traditional baby monitor in 2011 by launching the Smart Baby Monitor that communicates directly with the iPhone, iPad and iPod Touch. It is a simple way to stay closer to your little one, even when you're on the other side of the world (299 €).

**Smart Kid Scale:** This scale enables parents to control, understand and share the growth of their baby in a simple way. The Smart Kid Scale has been recognised with an award from the Observateur du Design 2013 and CES Innovations Honoree Award in 2012.



**Smart Activity Tracker:** Unveiled at CES Las Vegas 2013, Smart Activity Tracker is a connected sensor which enables you to measure your physical activity, quality of your sleep and heart rate in a brand new way. The device connects with the Withings Health Mate app via Bluetooth and Bluetooth Smart connection.

## Additional Corporate Information:

In September 2009, Withings launched the World's first **Wi-Fi Body Scale** that was connected to the Internet. Since then, Withings has been a pioneer in Health 2.0. Withings' initial capital was 2 million Euros. In 2012, Withings raised an additional 3 million Euros from Ventech.

Withings' key markets include the USA (45% turnover), Europe (40%, of which 10% in France and 15% in Germany) and Asia-Oceania (15%). Rather than concentrating on distributing its products in pharmacies and specialized shops, Withings distributes its products within the most prestigious consumer electronic shops and major retailers such as FNAC, Apple Stores and Best Buy. Withings **democratizes** the use of **health and well-being** related products by starting a new trend: the **emergence of well-being "departments"** in consumer electronics stores.

Withings will continue to offer new communicating products inspired by consumer electronics and a range of service in order to revolutionize well-being and connected health.

Withings is a French company **recognized and awarded by international organizations** (Design, Consumer electronics, Health sector...). 2 CES Innovation Awards at Las Vegas CES 2011, 2 Etoiles of Observateur du Design 2011, Doctors 2.0 award, award from IT Night, awarded Observateur du Design 2012, IF Design Award 2012, Etoile of Observateur du Design 2013 and is also just been awarded at CES Las Vegas 2013...



## The Founders:

**Cédric Hutchings: CEO of Withings.** Cédric benefits from 8 years of experience in marketing general public technological products. Cedric worked at Inventel as product manager where he managed the launch of residential wireless gateways before joining Thomson in the position of marketing director of domestic products in charge of developing residential offers. Cedric has an engineering background from the Ecole Centrale of Paris, holds a Masters from the Massachusetts Institute of Technology (MIT), and was recognized as best Product manager of the Thomson group in 2006. At Withings, Cédric ensures the general management, the marketing and the commercial development.

**Eric Carreel: Chairman of Withings.** Eric started his career in institutional research as a researcher in the field of radio. He then co-founded Inventel and remained its President from 2002 to 2005, being recognized as one of the major architects of Triple Play in Europe. After Thomson bought Inventel, he became technical director of Thomson's domestic products division while creating and managing the Advanced Product Development group. Eric is an Engineer from the Industrial Physics & Chemistry Grande Ecole in Paris (ESPCI) and has a PhD in engineering from the University of Paris VI. He is the author of around fifty or so patents. Eric provides the vision and innovation at Withings.

More information: [withings.com](http://withings.com)

High res. images and press releases available at [www.withings.com/press](http://www.withings.com/press)