

Media Contacts:

Cara Morgan– Hotwire PR– US media
cara.morgan@hotwirepr.com
646-790-4749



The Future of Wearables comes to Android

Withings range of analogue watches with built-in activity trackers and fashion forward design are now compatible with world's biggest mobile platform



Withings, the leader in the connected health revolution, has today announced that both the Withings Activité and the Activité Pop are compatible with Android mobile platform. The two analogue watches are innovating the space of wearable health trackers by making the convergence of fashion and mobile technology accessible to everyone, including Android users across the globe. Withings also reiterates its commitment to the Android ecosystem by announcing compatibility with Google Fit, the new health hub by Google.

Activity trackers made for everyone

Activité and Activité Pop are at the crossroads between timekeeping and activity tracking, they are fashionable accessories that bring a new face to smartwatches. By fitting into anyone's lifestyle, Activité and Activité Pop are the first watches that will address a global audience, going beyond the tech-savvy user. The introduction of the two analog watches at CES 2015 has generated high expectations about their potential. Android compatibility was then a priority for Withings; it is now available, one month after the European launch of Activité Pop, and right on time for the US launch.

"Following on from the overwhelming reception that both the Activité and Activité Pop have received on their elegance and design, we have listened to our dynamic Android community and it seemed natural for us to quickly provide Android compatibility for each product," said Cédric Hutchings, CEO of Withings.

Withings and Android, a long term relationship

Withings has always acknowledged the potential of the Android community, and was committed to provide compatibility as soon as possible. Most devices of the ecosystem are already Android compatible, such as the Smart Body Analyzer, Withings' bestseller, and the Smart Blood Pressure Monitor, now coming with Bluetooth connectivity. Withings Aura and Home will also soon be compatible.

Moreover, Withings Health Mate app offers the same features for iOS and Android; the app allows its users to track their steps on the largest range of iOS and Android smartphones.

Media Contacts:

Cara Morgan– Hotwire PR– US media
cara.morgan@hotwirepr.com
646-790-4749



Withings is also announcing compatibility with Google Fit, the new health hub by Google, to enable its users to automatically upload their Health Mate data into Google fit application. With its wide range of devices, Withings will be a key actor for Google Fit users, sharing the following measures:

- Smart Body Analyzer: Weight
- Withings Pulse Ox: Steps and Heart Rate
- Withings Health Mate app: Steps

Activité and Activité Pop, revolutionising activity tracking

Apart from their design and dual compatibility, both Activité and Activité Pop include a set of game-changing features that make them truly wearable in the long run. Always up-to-date, Activité's hands move automatically when it crosses time zones or the clock changes. There is no need to recharge it as a single standard watch battery powers it and lasts up to eight months. Activité and Activité pop are both waterproof up to 30 meters and can be worn during any type of activity.

"The activity tracker category has a huge problem with abandonment, and so consumers don't really get to see the benefit of long-term data and the impact it can have on their health," said Cedric Hutchings. *"The Activité and Activité Pop's design, ease of use and now Android compatibility combine for the most accessible activity tracker that we've ever seen."*

Availability

Activité is available to buy from Withings.com for a MSRP of \$450.

Activité Pop will be available at Best Buy stores nationwide and online in March 2015 for a MSRP of \$149.95.

###

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 .

For high res. images and press releases, visit www.withings.com/press

