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**There is a New Face to the Future of Wearables**  
*Withings Reveals Range of Colorful Analog Watches with Built-in Activity Trackers and Fashion Forward Design*



**EMBARGOED UNTIL 7:00 PM ET ON JANUARY 4, 2015** – LAS VEGAS. Withings, the leader in the connected health revolution, today revealed the new face of activity tracking with Activité Pop – an analog watch with a sophisticated activity and sleep tracker inside. Following on the heels of the Withings Activité watch, Activité Pop is innovating the space of wearable health trackers by making the convergence of fashion and mobile technology accessible to everyone.

**Technology meets fashion**

Activité Pop joins its predecessor in a new category of motion trackers where sophisticated sensors as well as connectivity technology are seamlessly integrated into a timeless fashion accessory. The Activité Pop analog watch features a lightweight and fun-to-wear design that extends across the PVD-coated watchcase and the smooth silicone strap. In order to match and express any personal style, the watch comes in 3 distinctive “Pop chic” colors (Azure, Shark Grey, Sand) and a set of soon-to-come playful wristbands.

“We’ve paired Activité’s elegant Parisian design with fun-to-wear materials and pop colors in order to create a very personal device that people would want to wear and never take off “ said Cédric Hutchings, CEO of Withings. “It is time wearables step up to what they claim to be!” he added.

**Time to take control of your health**

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Activité Pop features two hand dials, one showing the time and a sub dial showing percentage progress of specific activity goals. The objective (e.g.: 10 000 steps) is set within the application and, throughout the day, the user knows where he stands in a glimpse of an eye. When the goal is achieved, the watch vibrates. The watch also automatically recognizes and tracks swimming and running. Worn at night, it monitors sleep quality and wakes the user up with a gentle vibration.

As with all Withings devices, Activité Pop syncs automatically with the free Withings Health Mate application, named one of Apple's Best Apps of 2014. Health Mate acts as a coach to help users achieve personal goals and includes an interactive leader board, personal "data insights," smart reminders and achievement badges. It is integrated with 100+ partners whose services add up to the 360° wellness experience (GPS running, food logging...). At the beginning, Activité Pop will only be available for iOS users with an Android compatible version to follow.

### **Wearable on the long run**

Apart from its design, Activité Pop includes a set of game-changing features that makes it truly wearable in the long run. Always up to date, Activité Pop'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 8 months. Finally, it is water resistant up to 30 meters.

"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. "Activité Pop's fashion-forward styling, price point, and ease of use combine for the most accessible activity tracker that we've ever seen."

### **CES & Availability**

Withings will demonstrate Activité Pop at CES January 6-9<sup>th</sup>, 2015 at the Sands Expo Center, Hall C, booth 74301.

Best Buy will be the exclusive USA launch partner for Activité Pop, which will be available for immediate purchase at [bestbuy.com](http://bestbuy.com) on January 5<sup>th</sup>, 2015 in very limited quantities for a MSRP of \$149.95. Activité Pop will be available at Best Buy stores nationwide and online in March 2015.

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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](http://www.withings.com).

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