

UNDER EMBARGO UNTIL MAY 10th

Ready Steady Go! Withings Begins Sales of Its Advanced Affordable Activity Tracker

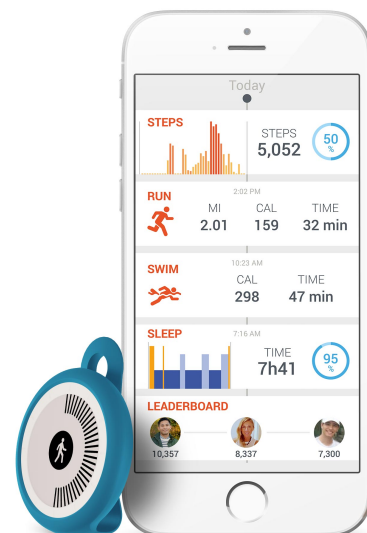
Withings GO brings activity tracker to wider audiences with automated activity recognition and stylish “wear it your way” design



Paris, May 10th: [Withings](http://Withings.com), a leader in the connected health revolution, has announced the availability of **Withings Go**, one of the most affordable, versatile and fully featured activity trackers available. Priced at just £49.95, it is a highly intuitive tracker with a unique, always-on E Ink multiscreen display and ability to automatically track walking, running, swimming and sleep, features usually only offered on more expensive devices. Withings Go is now available for purchase on withings.com.

Affordable advanced tracking

Withings Go incorporates automatic 24/7 activity tracking for walking, running, swimming and sleeping, automatically recognising a variety of daily activities and allowing the user to wear it all day. For walking and running, the device analyses number of steps, distance covered, calories burned as well as the duration of the running session. Go is also water-resistant (5 ATM) and automatically recognises when the user starts swimming, providing the time of the session and the calories burned. At night, Go can distinguish between light and deep sleep cycles to give users a full understanding of their sleep patterns. The main screen provides the user’s level of activity –



shown as a dial depicting the percentage of progress achieved towards a specific day's activity goal. As this goal is met, the central icon changes to display a reward in recognition of the day's achievement. The Withings Go will also transform to tell the time, creating an analog watch face.

Withings Go connects to the free Withings Health Mate iOS and Android application, which was named as one of Apple's Best Apps of 2014. Health Mate acts as a personal coach to track and motivate users to achieve their own activity goals as well as advanced food-logging capabilities, thanks to a proprietary integration with MyFitnessPal. The app provides a timeline of daily reports and contextual advice to help achieve goals. It also includes an interactive leaderboard, personal "data insights," smart reminders, and achievement badges for added motivation. In addition, Health Mate integrates with over 150 partners whose services add to the 360° wellness experience.

Making seamless design accessible to everyone

Withings Go is designed to expand the appeal of activity trackers to wider audiences, helping people of all fitness levels achieve their health goals. Available in 5 vibrant colors (black, blue, green, red, yellow), it can be worn in multiple ways to suit individual styles or social settings. Whether placed on the wrist, clipped to a belt, carried on a keychain, or in a pocket, it is with you wherever you go. Withings Go is designed to reduce interactions, being able track everything without having to push a single button.

Withings Go features a sophisticated always-on E Ink display, allowing information to always be available, even in bright sunlight or in water. The very low power requirement of the E Ink display means the Withings Go can operate continuously for up to 8 months. There is no charging required as the device uses a button cell battery (CR2032).

Withings Go has already been recognized for its innovative design and was awarded the prestigious IF Design Award in 2016. "Withings Go makes advanced activity tracking accessible to everyone, making no compromise on design, so that you'll actually want to wear it and use it in the long run" says Cédric Hutchings, CEO of Withings.

The perfect tracker for corporate wellness programs

The simplicity, affordable price point and advanced features of the Withings Go make it the perfect device for corporate wellness programs. Withings have developed a unique platform for companies to deliver corporate wellness programs, by engaging their employees to be more active through a corporate steps challenge, using the Go as a tracking device. To bring this to life, Withings have announced partnerships with a selection of companies worldwide that have chosen to equip their employees with the Go, in order to run internal wellness programs: * quote from eClinicalWorks/MIT for US, Boehringer in Germany, Total/Credit Agricole in France *

Price & availability

The Go will be available for purchase exclusively on www.withings.com for a MSRP of £49.95 and will soon be available at partner retailers Amazon, Dixons Travel, Argos and Curry's PC World.

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About Withings

Withings leads the connected-health revolution by inventing beautiful, smart products and services that help people become happier and healthier. Founded by visionary innovators Cédric Hutchings and Eric Carreel in 2009, Withings is committed to creating enjoyable, empowering experiences that easily fit into our daily lives.

Withings has built a range of award-winning products across the health spectrum including activity trackers (Withings Pulse and Activité), the Wi-Fi scale and health station (Smart Body Analyzer), the Wireless Blood Pressure Monitor, the security camera with air quality sensors (Withings Home) and an advanced sleep system (Withings Aura). Every piece of collected data comes to life in the Withings applications where users can find coaching, motivation and insights to shape key aspects of their health.

Read more about Withings on www.withings.com. For high resolution images and press releases, visit www.withings.com/press.

Test Check List

- Push one click on the screen to see the time display
- Change your screen type : go in My devices, Withings Go, change my screen type
- Walk more than your objective to see the reward on the screen
- Try to wear it as a wristband, in a clip, in your pocket or with your keys.
- Try a running session : automatic recognition, tracking of duration, distance and calories
- Try a swimming session, make sure you wear it with the wristband: automatic detection, tracking of duration, calories lost
- Track your sleep, make sure you wear it with the wristband : automatic detection, tracking of night duration and sleep cycles
- Change your activity goal in the app, just click on the Goal widget from your activity screen
- Win your first badge : « Quiet Day : 4000 steps »
- Add some friends on your leaderboard for a healthy weekly competition
- Track your calories with MyFitnessPal, check how your activity impacts your calories budget