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Withings Strengthens Its Activity Tracker Lineup With The Introduction of Activité Steel

Activité Steel retains the most wearable, wearable title with confident masculine design



November 16, 2015 – BOSTON, MA – [Withings](#), a leader in the connected health revolution, today announced the extension of its Activité line of highly stylized activity trackers with the introduction of ***Activité Steel***. Continuing to spearhead the unique category of stunningly designed trackers within fashionable timepieces, Activité Steel marries the tasteful, high-end luxury feel of the original Swiss made Activité with the fun, versatility and value price point of the Activité Pop.

Exclusively available at Withings.com for the 2015 Holiday Season, Activité Steel features a bold, sophisticated design. With a stainless steel case, chrome hands, smooth silicone straps and a tachymeter-inspired sub-dial that appears to be taken directly from a high performance sports car, Activité Steel has a distinctive masculine feel. With a premium finish at a \$169.95 price point, it will initially be available in classic black.

Like its predecessors, Activité Steel features two hand dials, one showing the time and a sub-dial showing the percentage of daily activity goal achieved. The activity goal (e.g. 10,000 steps) is set within the free *Withings Health Mate* application (available on [iOS](#) and [Android](#)) and, throughout the day, keeps users up to date on their progress, at a glance. It also automatically detects activities (such as running and swimming) and will transition to monitor sleep when worn at night. Powered by a standard watch battery that lasts up to 8 months, there is no need for regular charging and the device is water-resistant up to 50 meters.

"While the tracker market is booming we see growing demand from health conscious people who are not willing to compromise their style," says Cédric Hutchings, CEO of Withings. "Steel is the perfect Christmas gift for those demanding trendsetters."

All three Activité models connect to the *Withings Health Mate* application, 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 log capabilities thanks to a proprietary integration with MyFitnessPal. The app also includes an interactive leader board, personal "data insights," smart reminders and achievement badges. The application also integrates with over 150 partners whose services add to the 360° wellness experience (GPS running, food logging, etc.).

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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.