Frequently Asked Questions (FAQ)

The following document can help answer common questions about:

- Product lines
- General product information
- Clinical research
- Distribution

Product Line Questions

What products are included in the BodyMedia line?

BodyMedia FIT™ (*originally launched in November 2008 as GoWear® fit*)

- CORE Armband (available with optional Display device – sold separately)
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- LINK Armband (*Bluetooth® enabled)*
- Armband Advantage (available with optional Display device – sold separately)
- Activity Manager online software
- Free smartphone apps

SenseWear®

- Armband (available with optional Display device – sold separately)
- Software

What is the Activity Manager?

The exclusive Activity Manager is an important online tool that is proprietary to BodyMedia Inc., to help users learn about their individual calorie and sleep information, analyze that data and manage and track fitness and weight loss progress. The system allows users to set-up their own body parameters and goals to provide a running report on progress toward goals, including steps taken, time spent in moderate and vigorous activity, nutritional analysis and sleep efficiency, all while tracking their personal bests. The software system is a subscription based service that works in conjunction with the Armband.

Activity Manager Features:

- A calorie burn tool gives users a complete report of progress toward weight loss and fitness goals, including number of steps taken, time spent in moderate and vigorous activity, and minute by minute profiles of your activity level throughout the day and night.

- A calorie consumption calculator allows users to log food by pulling from a database of over 30,000 food items or by creating new recipes or personalized items. It also saves frequently used foods so they can easily be picked out for the next time. This helps to track

exactly how much food users are consuming and also breaks down the macro and micronutrients in their meals so that they can get information on the nutritional quality of their diet.

- A sleep analysis tool provides a sleep efficiency score to show users how long they took to fall asleep and provides a profile of the sleep wake cycle throughout the night.

- Users also have the ability to view accurate graphs of their data to help understand where they are tracking against their goals, run reports to look at their data over time and perform nutritional assessments. All of these tools help users make necessary changes to stay on-track.

- The new BodyMedia FIT coach that provides personalized feedback based on individual consumer sensor data and goals that are available through the online Activity Manager
    - The intelligent feedback engine feature includes the users' projected daily energy expenditure to predict how a user is tracking against their calorie burn target and provides personalized comments/tips for reaching fitness goals if a user is falling behind.

- Also, the newest version of the Activity Manager includes the option to import and display heart rate data from select 3rd party heart rate monitors (Garmin devices).

What is the difference between the BodyMedia FIT CORE Armband and the BodyMedia FIT LINK Armand?
The key difference between the Armbands is that the BodyMedia FIT LINK Armband with *Bluetooth*® wireless technology is a first of its kind product that communicates directly with a smartphone App to provide real-time caloric burn data, physical activity levels and steps taken right on your phone to track your fitness goals. There is also a food logging tool and a feature to create a personalized workout.

General Product Questions

What makes this technology different from a pedometer or accelerometer?
The patented sensor technology in BodyMedia products is validated to be accurate and it is clinically proven to help users lose weight.

What do the four sensors measure?
- Galvanic Skin Response – When a person sweats, the skin becomes more electrically conductive. This measurement helps to see activity levels.
- Skin Temperature – Measures the surface temperature of the body.
- Heat Flux – Measures the rate at which heat is dissipating from the body.
- 3-axis Accelerometer – Measures motion and steps taken.

What are some of the variables these sensors measure?
a. Steps Taken
b. Sweat
c. Sleep duration and efficiency
d. Heat

e. Calories burned
f. Motion

How is calorie burn actually measured?
The Armband contains multiple sensors that measure motion, body heat, skin temperature, and conductivity. A proprietary algorithm "crunches" the collected information and the user's personal body parameters to deliver accurate information on activity, steps and calorie burn.

How does the system take into account an individual's metabolism?
The Activity Manager technology is personalized for each user based on the individual's personal body parameters that are input upon setup.

How accurate is this product?
Everything you do during the day and night – from exercise to yard work to sleeping – burns calories. The way calories are burned is different for everyone. BodyMedia captures calorie burn with greater than 90% accuracy, which has been clinically validated compared to the gold standard in the industry (doubly labeled water).[1] The study conducted at Iowa State University validates that the BodyMedia technology is 90% accurate in a real-world setting outside of a lab or a gym.

How does the system measure sleep?
The BodyMedia FIT automatically determines lying down and sleep time by sensing the combination of orientation, motion, temperature, and skin conductivity. Sleep is determined using these characteristics of data.

How is the *bodybugg*® product that was featured on the program The Biggest Loser® related to the BodyMedia FIT product?
The product featured on The Biggest Loser was the bodybugg, which uses the BodyMedia technology platform but a different consumer interface. At any given time there are 71 million Americans that are actively trying to lose weight. Our mission is to help as many of those individuals as possible. Over the years we have worked to forge many great partnerships whose approach to weight loss complements ours and reaches different consumers. Our relationship with 24 Hour Fitness® and the bodybugg® is one such partnership. Recently we partnered with Jenny Craig® to include our BodyMedia FIT system in their *Metabolic Max* program.

Clinical Research

What clinical data exists?
As an FDA Class II medical device, we conduct studies to validate the accuracy and efficacy of our product. Our technology is scientifically validated and featured in over a hundred peer reviewed papers. Recent studies have shown that the BodyMedia system is proven to improve weight loss by 3x. (After 9 months, Armband users lost on average 3x the weight vs non-users.)[2]

For a comprehensive list of clinical data, visit, http://www.bodymedia.com/Professionals/Key-Publications

Distribution

Where can you buy BodyMedia FIT?
For a comprehensive list of retailers, visit http://www.bodymedia.com/Shop/Where-to-Buy

Additional FAQ links:

General Product: http://www.bodymedia.com/Support-Help/Help/FAQ.

Mobile App: http://www.bodymedia.com/Support-Help/Help/Mobile-App-FAQ

Armband BW: http://www.bodymedia.com/Support-Help/Help/Armband-BW-FAQ

[1] *Johannsen DL, Calabro MA, Stewart J, Franke W, Rood JC, Welk GJ. Accuracy of armband monitors for measuring daily energy expenditure in healthy adults. Med Sci Sports Exerc. 2010. Nov;42(11):2134-40.*

[2] *Barry V, Shuger S, Sui X, Meriwether R, Hand G, Dowda M, Blair S. "Electronic feedback in a diet- and physical activity-based lifestyle intervention for weight loss: randomized control trial." Abstract presented at the Convergence and Society: Science, Health, and New Dimensions of Communication Meeting. October 11-12, 2010. Columbia, South Carolina, USA.*