



Know Your Body. Change Your Life.

Product Fact Sheet

Managing your weight, challenging your fitness regimen or meeting your health and wellness goals are made easy with the suite of products from BodyMedia Inc. 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.)¹

No other consumer body monitoring product can capture calorie burn with greater than 90% accuracy, which has been clinically validated compared to the gold standard in the industry (doubly labeled water).² The Armband combined with the online Activity Manager, lets users get to know their body better and make powerful, positive changes that can help them reach their goals and maintain success.

BodyMedia FIT™ Product Line – (originally launched in November 2008 as GoWear® fit)

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

The Armband collects physiological data from the human body using four unique sensors that capture over 5,000 data readings every minute. This raw data includes measurements of heat flux, skin temperature, motion and galvanic skin response. BodyMedia's proprietary algorithms convert these readings to accurately capture key areas that directly affect people's health and wellness: calorie burn, physical activity duration, steps taken, and sleep duration and efficiency.

CORE Armband – body monitoring Armband, works with online Activity Manager software and free downloadable apps for smartphone users, a third smaller than previous BodyMedia FIT Armbands.

Display device – optional Display device that works with CORE and Advantage Armbands to show immediate feedback on calories burned, steps taken and physical activity clocked. It can be easily clipped to clothing.

LINK Armband – body monitoring Armband with *Bluetooth*® wireless technology, first of its kind product that communicates directly with a smartphone App to provide real-time, up-to-the minute streams of information like caloric burn data, physical activity levels and steps taken right on the phone to track fitness goals. The LINK Armband puts valuable health information at users' fingertips for an extra motivation to stay on-track.

Armband Advantage – body monitoring Armband, works with online Activity Manager software and free downloadable apps for smartphone users.

Activity Manager online software – exclusive online tool, proprietary to BodyMedia, is a subscription based service that helps 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 enter 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.

Features include:

- 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).

Smartphone Apps – iPhone® and Android™ users also have the ability to download free BodyMedia FIT Apps, allowing consumers to take the weight management system wherever they go. Users of Armband Advantage can log food on the go and view snapshots of their most recent Activity Manager Dashboard. Users of Armband BW can view their Dashboard with near real-time caloric burn and activity data and can create personalized workouts based upon caloric, activity or step goals.

SenseWear® Product Line

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

The SenseWear system has changed the way healthcare professionals and patients share important data by allowing medical professionals to access and monitor patients' energy expenditure, sleep, and other physiological data for basic and applied medical research. The system bridges the gap between a clinician's recommendations and the ability of the patient to understand, self-monitor, and ultimately adhere to their doctor's recommendations. SenseWear uses the same Armband technology as BodyMedia FIT.

Armband – collects data from the four sensors and allows data to be tracked by time of day and annotated to provide additional context about the patient's activity.

Display device – optional Display device for patients to get up-to-the-minute information on calories burned, steps taken, and physical activity clocked, amount of vigorous activity and calories burned, offering immediate feedback when daily goals are met. It can be easily clipped to clothing.

SenseWear Software 7.0 – PC based software application that uploads easily from the SenseWear Armband and allows medical professionals to quickly review, comment and share the data, while also seeing how the patient's body reacted to various physical activities throughout the day. Advanced features include graphs, the ability for medical professionals to customize the collection rate of the sensors and set targets for physical activity. The data can also be exported to Excel or .csv for future analysis and research.

Partners

Over the years we have worked to forge many great partnerships across the weight loss, fitness and technology industries to reach as many people as possible to fulfill the BodyMedia mission.

- **24 Hour Fitness** – Our longest running partner, a national network of health and fitness clubs, uses the bodybugg® (featured on the TV show *The Biggest Loser*®) calorie management system that enables individuals and healthcare providers (personal trainers, nutritionists, etc.) to accurately monitor calories burned and compare it to calories consumed.
- **Jenny Craig** – BodyMedia has recently launched a partnership with Jenny Craig. Participants in the Jenny Craig *Metabolic Max* program receive a BodyMedia FIT Armband to help them manage their weight loss goals and increase their chances of success.
- **Retailers** – Our retail partners include Amazon, Costco.com, Costco, Brookstone, Target.com, Drugstore.com, CVS.com and Best Buy. The BodyMedia FIT Armband BW is available exclusively at www.bodymedia.com and Amazon.com.

Technology Partnerships

BodyMedia works with multiple partners across the technology industry to ensure that the latest technologies are integrated into the BodyMedia system to ensure a positive user experience and enable us to launch innovative product enhancements. Partners currently include Bluetooth SIG, Panasonic, Sprint and Texas Instruments.

Distributors

The BodyMedia FIT Armband is also sold through additional partners like dotFIT, Ki Performance in the UK, and Black and Stone in Australia and New Zealand. Temple Healthcare distributes SenseWear in Australia and New Zealand.

¹ 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.

² 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.

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