

## LOOK WHO'S TALKING

THE  
PEGGY SMEDLEY  
SHOW

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BodyMedia's FIT Armband has been featured on such shows as "The Biggest Loser" and "Dancing with the Stars" and is part of leading weight-management programs like Jenny Craig. Christine Robins, the CEO of BodyMedia, joined The Peggy Smedley Show to talk about the science behind fitness and wellness.

To hear this interview on The Peggy Smedley Show in its entirety, log on to [www.peggysmedleyshow.com](http://www.peggysmedleyshow.com) and select segment two under 05/17/11 from the show archives.



**Smedley:** Let's talk about BodyMedia and the FIT Armband.

**Robins:** BodyMedia as a company has been around for about 12 years and we really are the leaders and innovators in wearable body-monitoring systems. Our real heritage has been in the clinic and medical space. It has only been within the last two years we have brought a product solution to market to help people lose weight and live a healthy lifestyle.

Our technology is very unique and is backed by hundreds of clinical studies that validate not only its accuracy to be over 90% accurate across the entire spectrum ... but also validating outcomes, and that really differentiates us in the marketplace. We are essentially bringing a medical/clinical-grade product to the consumer marketplace.

Our solution, BodyMedia FIT, consists of two pieces; an armband and a Web-based software application that provides people some key metrics around calories burned, activity levels, intensity of activity levels, sleep quality and quantity, and also allows food logs to give that total perspective on weight management. It's designed to be a 24-hour-a-day product that really helps people lose weight.

**Smedley:** Weight loss is a true challenge for some people, and what I like about this product is its simplicity in some ways, and its complexity in others.

**Robins:** We actually have four sensors: a three-axis accelerometer and we also pick up heat flux, skin

temperature, and what is called Galvanic Skin Response. (When you sweat, your skin becomes more electrically conductive and this measurement can determine how active a person is.) All four of those measures together give us what is a clinically accurate energy expenditure. And we can also help people understand the time and intensity of activities ... If you are trying to manage your weight—and I hate to over simplify this—but it is a mathematical equation that shows 3,500 calories equals a pound.

Research shows that people, when they are food logging or manually tracking things, they overestimate what they do and how many calories they are burning, and they underestimate what they eat. So (now) you have a fact-based, clinically validated product and technology that captures activity for you in a very simple way.

We also have a new Bluetooth product, BodyMedia FIT Armband BW, which is a first of its kind in the class of connected devices, plus a mobile app, serving the consumer health and fitness space. We have been able to bring to bear a very unique proposition of using technology as a solution to help people manage their weight.

**Smedley:** It seems like you have taken what consumers want and brought it to the next level with Bluetooth technology

**Robins:** We use (Bluetooth technology) to display the output in realtime for people so that they can make realtime decisions regardless of where they are. Previously you had to be at or near

your (computer) to really see the data and to harness and unleash the power of what we can help people understand as it relates to weight management. With the Bluetooth technology, now you can actually see your data in realtime.

So let's say during the course of the day you go out to lunch, but (first) want to see where you are at (calorie wise) to help you make some food choices, you have that realtime information to know where you are on your journey. It also allows you to food log right on the spot.

**Smedley:** The other thing you are launching is a partnership with Panasonic, correct?

**Robins:** We established this partnership with Panasonic on the new VIERA Connect television. It will be an app embedded in the TV that will allow people to see data streaming in realtime—almost like a picture-in-picture concept.

So you could be doing a workout video and you want to see your data streaming live to the TV screen to help you stay motivated and to help you reach your goals.

We have also enabled the possibility to have a little friendly competition in the family; you can stream data for up to four users onto the TV screen. We are very excited. It's really the first step for us, which is to get this information whether it is on the computer, on a smartphone, on a TV—we have envisioned an entire ecosystem to port our data to in order to help people (use information in order to) make smart, personal, realtime decisions around their healthcare.

There is this whole movement around self-empowered healthcare that is really afoot and BodyMedia is at the forefront of that, in terms of pushing innovation, as well as bringing our history and heritage that we have in this space, and making it