



## BodyMedia Returns from Las Vegas a Winner

BodyMedia® wins 2011 Bluetooth SIG Best of CES Award, Debuts BodyMedia FIT™ Mobile Platform and Announces Industry Partnerships with Sprint and Panasonic

PITTSBURGH, Pa. – Even though the lights have been turned off and the convention center doors are closed, “Viva Las Vegas” is still ringing true for **BodyMedia®**, the pioneers in developing wearable body monitoring systems. Marking the company’s debut at the 2011 International Consumer Electronics Show, **BodyMedia** officially launched the **BodyMedia FIT™ Armband BW** at the recent trade show, taking home the 2011 Bluetooth SIG Best of CES Award in the *NEXT* category. On top of that, the innovative company announced major partnerships with Sprint and Panasonic. Not too shabby for a first time performance in sin city!

Enabled by cutting edge *Bluetooth®* wireless technology, the **BodyMedia FIT Armband BW** collects users’ information, such as calorie burn, steps taken, physical activity levels and sleep through a portable Armband, sending the results straight to their smartphones. With instantaneous updates, the system makes the information easily accessible, allowing consumers to check their progress at any second of the day. Setting and monitoring workout goals, as well as logging food, are other advantages of the program.

“The **BodyMedia FIT Armband BW** is a perfect example of thinking outside of the box when it comes to *Bluetooth* connectivity – we enable a great deal more than just the wireless headsets so many consumers are familiar with today,” said Michael Foley, Ph.D., executive director of the Bluetooth SIG. “*Bluetooth* wireless technology can connect anything and improve practically any consumer electronics experience – in this case, *Bluetooth* technology allows users to better monitor and track their activity and calorie expenditure, an essential step to improving one’s health.”

Rising above a record number of entries focusing on *Bluetooth* products now available in the marketplace, the **BodyMedia FIT Armband BW** was carefully reviewed and judged by the Bluetooth SIG based on a variety of criteria, including interoperability testing, containing expected profiles and ease of use. Ten finalists were chosen before the week started, and the **BodyMedia FIT Armband BW** was unveiled as the winner of the *NEXT* category by the end of CES.

Showing just how informative and unique the new Mobile platform is, **BodyMedia** showcased a number of experiential initiatives during CES through **Nic the Intern** – a living Las Vegas product demonstration! Showing up in **BodyMedia** style, Nic Wilson and John (Ivo) Stivoric, CTO of **BodyMedia**, skydived straight into CES (watch the video here: [www.youtube.com/BodyMediaFIT](http://www.youtube.com/BodyMediaFIT), pictures available upon request)! Tracking his [calories burned](#), steps taken, physical activity levels and sleep throughout the trade show, Nic did everything from completing a 5k run and racing a Lamborghini, to performing in a Chippendale’s show and dancing around Las Vegas Boulevard in a pink monkey suit. Linked to his BodyMedia FIT Armband BW for five days, he tracked **24,780 calories burned, 76,815 steps taken, 2,324 minutes of activity, and 13 Hours and 42 minutes of sleep!** Check out the data he streamed from his smartphone and the videos documenting his various adventures on the web at [www.follownicsband.com](http://www.follownicsband.com).

Also at CES, Panasonic and **BodyMedia** announced a partnership to put both organizations on the cutting edge for adding important health and wellness information to everyday TV viewing. The innovative **BodyMedia FIT App** will sync with Panasonic’s VIERA Connect™ -enabled HDTVs via *Bluetooth* wireless technology to allow a family (up to four users) to track their calorie burn and activity trends in real time as they work out while watching TV or playing video games. Scheduled to launch in May 2011, VIERA Connect will expand the role of the television within one’s home as the integration of a body monitoring technology with the TV is enabling real-time [health and wellness](#) management.

Additionally, **BodyMedia** and Sprint teamed up at CES to unveil a Sprint ID pack which will allow consumers to personalize select Android™ mobile devices from Sprint with the **BodyMedia FIT** pack of health and wellness featured apps and widgets. This ID pack will be available to consumers in the first half of the year. Through a partnership, the two companies also announced a new line of embedded wireless BodyMedia FIT Armbands and future wearable body monitors. This line, set to launch in 2011, will use the M2M platform to wirelessly send information to the users’ smartphones where mobile application can provide near real-time feedback and analysis.

**BodyMedia FIT** products are sold online at [www.bodymedia.com](http://www.bodymedia.com) or at select retailers, such as Costco, Amazon and Best Buy. The **BodyMedia FIT Armband BW** retails for \$249.00. Subscriptions for the **BodyMedia FIT Activity Manager** vary by length – a one-month subscription costs \$12.95, a six-month subscription costs \$9.95 a month, and a 12-month subscription costs \$6.95 a month. Apps are available at The App Store for iPhone® and Marketplace for Android.

For more information on **BodyMedia**, please contact Lauren Berg or Caryn Schoenbeck of Skirt PR at 773.661.0700 or [lberg@skirtpr.com](mailto:lberg@skirtpr.com) / [cschoenbeck@skirtpr.com](mailto:cschoenbeck@skirtpr.com)

### **About BodyMedia, Inc.**

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing wearable body monitoring systems designed to help people lose weight, improve performance, and lead healthier lives. Our patented multi-sensor technology provides continuous body-monitoring that tracks physical activity levels, calories expended and sleep patterns. What sets BodyMedia technology apart is our validated accuracy, our clinically proven outcomes and our FDA status as a Class II medical device.

At BodyMedia, we are jazzed by the potential of putting this vital information directly into the hands of individuals, empowering them to take charge and improve their lives. No wonder BodyMedia measures success not only in financial milestones, but in the way we've changed how hundreds of thousands of users can take control, stay motivated and reach their [health and fitness](#) goals. For more information, visit [www.bodymedia.com](http://www.bodymedia.com).

- ### -