



New BodyMedia Technology Does Vegas

BodyMedia set to debut the BodyMedia FIT™ Mobile Platform and New Technology Partnerships at the Consumer Electronics Show in Las Vegas

As electronic aficionados gather this week in Las Vegas to view the latest and greatest technologies, many new innovative products will be introduced. During the Consumer Electronics Show this week, the pioneers at **BodyMedia®** will be featuring the **BodyMedia FIT™ Armband BW**, enabled by cutting edge *Bluetooth®* wireless technology that allows consumers to take the body monitoring weight management system wherever they go.

The **BodyMedia FIT Armband BW** is a ground-breaking wakeup call that takes the information collected from users' Armbands and literally puts it at their fingertips by communicating directly with their smartphones for extra motivation to make healthy choices throughout the day. The product tracks calories burned, steps taken and physical activity in real time and allows users to log food while on the go. The new technology is a finalist for the Bluetooth SIG Best of CES Award program in the *NEXT* category.

Get With the Band

To demonstrate the power and uniqueness of the new Mobile platform, **BodyMedia** will debut the **Armband BW** with a bang, instituting a number of experiential initiatives that will showcase the powerful (and fun) ways in which the product makes fitness and nutrition goals accessible and attainable. Conference participants can follow **Nic the Intern – a living, breathing product demonstration** – as he explores and experiences the city – and tracks it all on his **Armband BW!** From racing and running to skydiving and clubbing – and hopefully sleeping – his antics and activities will be interesting *and* informative. With data streaming from his smartphone and videos documenting various adventures on the web at, www.follownicsband.com, and Twitter (@FollowNicsBand), Nic is going all out to have the ultimate Vegas vacation. Are you with the band? Contact us for a full schedule of Nic's activities for the week.

BodyMedia Technology Partnerships Drive Consumer Electronic Innovations

In conjunction with unveiling the new *Bluetooth*-enabled technology, **BodyMedia** is further demonstrating its commitment to its new mobile platform by announcing a partnership with Sprint to develop the next generation of mobile body monitoring products. As an initial step in their collaboration, BodyMedia will unveil a Sprint ID pack allowing 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, which will be showcased at CES, will be available to consumers in this first half of the year.

"The partnership between **BodyMedia** and Sprint combines two cutting edge technologies, **BodyMedia's** information portal and Sprint's mobile devices, which together can give people access to important health information in a new way," said Christine Robins, CEO of BodyMedia.

The **BodyMedia FIT Armband BW** will also be featured at the Panasonic booth showcasing BodyMedia FIT Apps on the latest VIERA Connect™- enabled Panasonic VIERA® HDTVs with wireless technology.

BodyMedia technology will also be featured at pavilions and through events sponsored by other partners including Qualcomm®, Texas Instruments® and Bluetooth SIG.

Editor's Note:

Throughout the week, **BodyMedia** will be participating in several CES events. To kick off the celebration, **BodyMedia** will be launching the new **BodyMedia FIT Armband BW** to media at **CES Unveiled**. During CES, stop by the **BodyMedia FIT** booth (#3424, located in the North Hall of the Sports & Fitness Section of Living In Digital Times). Learn how the new technology works to stream personal fitness data from the **BodyMedia FIT Armband BW** to smartphones and speak with CEO, Chris Robins, and CTO, Ivo Stivorac. **BodyMedia** staff will be on hand to demo how the **Armband BW** technology works.

BodyMedia CEO, Chris Robins, will be speaking at the Living in Digital Times Press Conference, and **BodyMedia** co-founder

and CTO Ivo Stivoric, will be speaking at the Sports Tech Summit. End the week in true Vegas style with **BodyMedia's** Hangover Breakfast on Sunday, January 9th, at 11:00 a.m. at Planet Hollywood.

BodyMedia FIT products are sold online at 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 / 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.

About CES

The Consumer Electronics Association (CEA) is the producer of the International CES. The International CES features consumer technology exhibitors in 15 product categories. Attendees are made up of more than 120,000 individuals including manufacturers, retailers, content providers and creators, broadband developers, installers, engineers, corporate buyers, government leaders, financial analysts and the media — representing the United States, Canada, Mexico and more than 130 other countries.

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