

Mio Global Introduces FUSE—The Most Accurate Wrist-Based Heart Rate Monitoring, Now Paired with Daily Activity Tracking, Delivering The Ultimate Performance Training Tool

Mio FUSE Tracks Heart Rate, Steps, Calories, Distance, Speed and Pace; Connects with All Apps and Devices Via Bluetooth 4.0 and ANT+

VANCOUVER – November 24, 2014 – [Mio Global](#), makers of the world’s first heart rate monitors to provide continuous, performance-accurate data without a chest strap, today announced the availability to [pre-order the Mio FUSE](#). The newest device in Mio’s product lineup combines the features of a heart rate monitor, sports watch, and all-day activity tracker. With a 0.99 correlation to EKG (electrocardiogram), FUSE enters the market as the most accurate wristband to provide heart rate, step count, distance, speed, pace, and calorie burn.

As with other Mio products, FUSE is compatible with smartphones, bike computers, GPS watches, and other sport devices. FUSE transmits heart rate data via Bluetooth® Smart 4.0 and ANT+. Unlike sports devices tied to a closed manufacturer’s infrastructure, Mio FUSE works with third-party apps, giving users complete control over how they can track, store, and review workout data.

With the Mio GO app, FUSE users can set their heart rate zones, choose preferred device settings, customize display screens, and automatically sync data. Users can also monitor their progress towards a daily step, distance, or calorie burn goal by checking their stats displayed on the device itself, or by using Mio GO.

“FUSE provides athletes with a complete assessment of daily exertion and recovery”, said Liz Dickinson, CEO of Mio Global. “With all day activity tracking and heart rate monitoring you can get a more accurate estimate of how many calories you’re burning, how hard you’re pushing during workouts, and how your body is responding. It’s data that no single device on the market today has been able to provide.”

FUSE uses an internal accelerometer and a user’s personal settings to determine speed, pace, and distance. The at-a-glance digital readout provides the status of the current heart rate zone for quick and effective feedback during workouts.

FUSE features Mio Continuous Technology, the award-winning optical heart rate technology found in all Mio Products. The comfortable silicone wristband is shock resistant, water resistant to 30m, and designed to endure even the toughest workouts.

Mio FUSE will be available for the Holiday 2014 season in two sizes in Crimson and Aqua colors, and will retail at \$149 US. Pre-order now for a December 8th ship date and receive in time for the holidays. For more information about Mio products, visit the Mio Global website at www.mioglobal.com/pressroom.

About Mio

Mio, a recognized pioneer in health and fitness technology, is the maker of the award-winning Mio ALPHA and Mio LINK. Founded in 1999 by Liz Dickinson, Mio is a brand of Physical Enterprises Inc. Mio's team of world-class scientists and engineers strive to help athletes reach their goals by innovating accurate, easy-to-use technologies from the company headquarters in Vancouver, Canada. For more information, visit www.mioglobal.com.

Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG Inc. and any use of such marks by Physical Enterprises Inc. or Mio is under license.

###

Contact:
Sarah Hilmer
SSPR
shilmer@sspr.com
371-340-5301