

Mio Global Unveils Mio LINK and Mio GO at 2014 International Consumer Electronics Show

Athletes Can Replace Chest Strap Monitoring with Mio LINK for \$99, New Device Transmits Heart Rate Data to Mio GO App to Create Virtual Outdoor Interactive Exercise Experience for Training Indoors

LAS VEGAS – January 7, 2014 – Today at the 2014 International Consumer Electronics Show (CES), Mio Global unveiled Mio LINK, a sleek band worn on the wrist designed to monitor continuous heart rate data. Now runners and cyclists can get all the benefits of heart training without needing to use an uncomfortable chest strap. Available beginning in March for only \$99 USD, Mio Link with *Bluetooth*[®] Smart (4.0) and ANT+ transmits heart rate data to Mio's new mobile training application Mio GO, as well as other fitness apps and sport devices.

Mio LINK provides all of the functionality and reliability of a connected chest strap, but is conveniently worn on the wrist. Heart rate data is captured using the same patented electro-optical cell technology as featured in the award-winning Mio ALPHA heart rate sport watch. Data is then transmitted from Mio LINK using *Bluetooth*[®] Smart (4.0) to connect to fitness apps including the new Mio GO app, and using ANT+ to connect to sport devices. By connecting Mio LINK or Mio ALPHA to the Mio GO app, the user's heart rate data drives the interactive experience, and the effort and difficulty of the terrain are reflected in the speed of the training video.

“Up until the invention of Mio's continuous technology, athletes have had two choices: wear a chest strap to track their heart rate or rely on other measures—like distance and speed—to track their fitness level,” said CEO of Mio, Liz Dickinson. “At the \$99 price point, we're making the comfort of wrist-worn heart rate monitoring economical for the first time. And with our new app Mio GO, we're even adding the benefit of a virtual training experience when the weather forces you, or if you prefer, to workout indoors.”

Mio's patented continuous heart rate technology is at the core of both the Mio LINK and the Mio ALPHA. An optical sensor monitors the volume of blood under the athlete's skin as he or she works out—even at performance speeds—so sophisticated algorithms can be applied to the pulse signal to accurately track the heart rate. For athletes looking for a way to capture continuous heart rate data, the Mio GO app serves as an organized central portal where indoor and outdoor exercise data, such as speed and distance can be automatically tracked and correlated against heart rate data.

“Over the last few years, because it was not convenient or comfortable, heart rate training has given over to training using non biometric and less effective measures such as speed and distance,” said Dickinson. “At \$99, you never have to wear a chest strap again. Using the Mio LINK's *Bluetooth*[®] Smart (4.0) and ANT+ features, you can transmit heart rate data to Mio GO to drive a unique indoor workout experience, or connect to the fitness app or device of your choice.”

The Mio LINK features a sleek, lightweight wristband with a soft, silicone strap. The device's tri-color LED technology indicates heart rate zones, and with one push of a button, users can start, stop or sync the transmission of data via *Bluetooth*[®] Smart (4.0) or ANT+ technology to sports devices and fitness apps like Mio GO.

Mio ALPHA was a Health and Fitness honoree of the CES Innovations 2013 Design and Engineering Awards and was named "Product of the Year" in the Performance Category at ISPO MUNICH 2013 and ISPO BEIJING 2013, the world's leading sporting goods trade shows. Mio continues to expand its line of wrist-based heart rate monitors and sport watches with the launch of Mio LINK and the introduction of its ecosystem including the mobile app Mio GO.

For more information about Mio GO and Mio LINK, visit the Mio Global website at www.mioglobal.com/pressroom. Starting in March 2013, you will be able to download the iPad/iPhone app Mio GO from the iTunes app store. Mio Global will be available for stop-bys and meetings during CES at booth #26715 in LVCC South Hall 2 and at Showstoppers. For more information about Mio's participation at CES, visit mioglobal.com/pressroom. To schedule an appointment, please call Sarah Hilmer at (317) 340-5301.

About MIO

MIO, a recognized pioneer in health and fitness technology, is the maker of the Mio ALPHA and Mio LINK, the world's first sport watch and sport band to provide continuous, accurate heart rate monitoring at performance levels - without a chest strap. Both devices connect to Mio's fitness app Mio GO and other fitness apps, creating an easy way for athletes to track and record their fitness progress. Founded in 1999 by Liz Dickinson, Mio is a brand of Physical Enterprises Inc. Mio's team of world-class scientists, engineers and professionals strive to help athletes reach their goals by innovating high-precision, easy-to-use technologies from the company headquarters in Vancouver, Canada. For more information, visit www.mioglobal.com.

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