

Mio Global Receives Envisioneering's Innovation and Design Award at CES

Mio's Continuous Heart Rate Monitoring Products Recognized for Unique Design and Innovative Functionality

LAS VEGAS – January 10, 2014 – Mio Global, makers of the Mio ALPHA and Mio LINK, today announced it has been chosen to receive an Envisioneering and Showstoppers Innovation and Design Award for its continuous, wrist-worn heart rate monitoring technology. Announced on January 7th at CES, the Mio LINK uses the same patented electro-optical cell technology as featured in the award-winning Mio ALPHA heart rate sport watch.

Envisioneering's Innovation and Design Awards recognize products that are better, faster, lighter, more stylish, cooler, or greener than everything else out there. Inventors, technologists, psychologists, marketers, industrial designers and researchers at *The Envisioneering Group* review each product to determine which are the most innovative.

"This year's CES has been one to remember," said CEO of Mio, Liz Dickinson. "Across the board, innovative new devices and products have been revealed, and it's truly an honor to be a significant part of driving that innovation. The new Mio LINK is one of a kind—we're bringing accurate continuous heart rate monitoring that replaces chest straps to consumers at an affordable price."

The new Mio LINK transmits data 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 new 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.

According to its [website](#), Envisioneering is world-renowned for its objective assessment of new technologies, product and services embodiments, and the talents who drive them to market. Mio ALPHA was also recognized last year as a Health and Fitness honoree of the CES Innovations 2013 Design and Engineering. 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 2014, the Mio LINK will be available for purchase and the Mio GO app will be available for download for iPads/iPhones 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. For more information about Mio's participation at CES, visit mioglobal.com/pressroom.

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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