

Mio Introduces Its Next Breakthrough Product: The Most Accurate Wrist-Based Heart Rate Monitoring without a Chest Strap Now Paired with Daily Activity Tracking – “Your Day. In Action!”

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

VANCOUVER – July 31, 2014 – Mio Global today announced the release of the newest product in its lineup of chest strap-free performance heart rate monitoring devices, Mio FUSE. FUSE combines Mio’s EKG-accurate optical heart rate technology with a built-in accelerometer to provide heart rate, step count, distance, pace, and calorie burn, all from a single wristband.

Mio Global will be unveiling the FUSE at the [Outdoor Retailer](#) trade show in Salt Lake City, Utah, from August 6 through 9 in booth PV2150. Mio is the Official Heart Rate Sport Monitor of Outdoor Retailer and The Open Air Demo, and their award-winning Continuous Technology will be available for demo on Tuesday, August 5 at the [Open Air Demo](#) as well as at the start line of the OR [Ragnar Relay Challenge](#), a spirited 9-mile relay race on Friday, August 8.

“Our customers are athletes who know that performance isn’t determined just in time they spend working out—it’s the result of exertion and recovery throughout the entire day, week, month, and year” said Liz Dickinson, CEO of Mio Global. “By combining our award-winning optical heart rate technology with all-day activity tracking, Mio provides a more comprehensive look at overall fitness than any other product on the market.”

Mio FUSE transmits heart rate data via Bluetooth® Smart 4.0 and ANT+, allowing users to pair their device with the performance-tracking apps popular among runners, cyclists, and other athletes. Its interoperability features set Mio FUSE apart from other sport devices tied to a closed manufacturer’s protocol.

Both performance athletes and health conscious consumers alike can utilize the water-resistant Mio FUSE for all-day tracking. The device offers two modes—all day mode and workout mode—so users can capture data while exercising as well as during the rest of their day, capturing all physical activity from morning to night.

Mio FUSE will be available in two sizes in Crimson and Aqua colors for the Holiday 2014 season and will retail at \$179 US. 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 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 popular 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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