

## **Mio's Latest Breakthrough Product, the Mio LINK Heart Rate Wristband, Is Now Available**

*Heart Rate Monitoring Training is Now Even More Accessible with Mio LINK available for only \$99 with both BTLE and ANT+ Connectivity*

**VANCOUVER – April 11, 2014** – Mio Global, makers of the world's first wrist-worn technology to provide continuous, accurate heart rate monitoring at performance levels, today announced the availability of its new heart rate wristband, Mio LINK. Mio LINK is now available for sale on Mio's website at [MioGlobal.com](http://MioGlobal.com) and also at retail stores worldwide.

Mio LINK gives runners and cyclists all of the benefits of heart training without the need for an uncomfortable chest strap. Available at the incredible price of only \$99 USD, Mio LINK with *Bluetooth*<sup>®</sup> Smart (4.0) and ANT+ transmits heart rate data to popular [fitness apps](#), select GPS watches, cycle computers and other sport devices. Mio LINK features colored LEDs that signal the athlete's heart rate zones as he or she is wearing it during a workout.

"Chest-worn heart rate monitors are becoming more and more obsolete," said CEO of Mio Global, Liz Dickinson. "Consumers are turning to Mio for accurate heart rate monitoring technology that can be worn comfortably on the wrist. The Mio LINK is our latest exciting new product, making accurate heart rate training affordable and accessible to athletes of all levels."

Mio Continuous Technology is featured in both the new Mio LINK, as well as the award-winning Mio ALPHA. This patented technology reads EKG-accurate heart rate data accurately at any speed. LEDs are integrated into the back plate of the wristband or watch, shining light into the skin, which then enables the electro-optical cell to detect the pulsing volume of blood flow measuring the heart rate in real time. Sophisticated algorithms are applied to the pulse signal to accurately track the heart rate compensating for the disturbance of other signals generated by movement.

For more information about Mio products, visit the Mio Global website at [www.mioglobal.com/pressroom](http://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](http://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](mailto:shilmer@sspr.com)  
371-340-5301