

Mio Global to Showcase World's First Wrist-Worn Heart Rate Monitor Technology at 2014 Mobile World Congress

Breakthrough Technology Eliminates Need for Chest Straps and Leverages Bluetooth 4.0 and ANT+ Connectivity to Mobile Fitness Apps and Sport Devices

BARCELONA – February 24, 2014 – Today at 2014 Mobile World Congress (MWC), Mio Global is showcasing its brand new Mio LINK, a sleek sport wristband designed to continuously monitor heart rate data, and Mio ALPHA, its flagship heart rate monitor watch. Both wearable tech products give athletes, including runners and cyclists, the benefits of heart rate training without the use of an uncomfortable chest strap.

The Mio LINK and ALPHA capture EKG-accurate heart rate data using patented electro-optical cell technology to measure blood flow volume changes at the wrist as the athlete works out. Data is then transmitted using *Bluetooth®* Smart (4.0) to connect to mobile fitness apps and using ANT+ to connect to sport devices.

On the heels of winning Showstoppers' Envisioneering Innovation and Design Award at the 2014 Consumer Electronics Show (CES), Mio Global will showcase its wrist-worn devices at MWC and Showstoppers just weeks before the new Mio LINK is available for purchase in stores and online. Mio LINK gives consumers a comfortable wristband that provides accurate and instantaneous assessment of their heart health at the affordable price of 99 Euros.

"We're redefining the digital health space by offering wrist-worn heart rate monitoring technology at a great price point. For under 100 Euros, Mio users can throw out their chest strap and use a comfortable alternative that is accurate even while running at speeds of over 20 kilometers per hour," said CEO, Liz Dickinson. "At MWC, we'll showcase how Bluetooth Smart 4.0 and ANT+ impact the mobile industry by enabling convenient, accurate heart rate monitoring. Recreational and performance athletes can obtain an accurate heart rate measurement from a wrist worn wearable device wirelessly connected to their favorite mobile fitness apps and devices."

The new Mio GO app will also soon be released along with Mio LINK. This breakthrough fitness training app serves as a central portal where indoor and outdoor exercise data, such as speed and distance, can be automatically tracked and correlated against heart rate data, while using your iPhone or iPad to provide a unique indoor training experience through virtual adventure trips around the world.

"Mio GO will do for users what no app has done before—offer an interactive, virtual user experience for indoor workouts. Thanks to the advent of Bluetooth Low Energy, the Mio LINK and ALPHA devices can transmit data in real-time to power the new app, giving Mio GO users the first heart rate powered indoor workout experience," said Dickinson. "But Mio GO crosses from the gym to outdoor activities, making certain that all your activity is tracked and logged for analysis."

Mio Global uses [Nordic Semiconductor](#)'s nRF8001 chip to communicate in real time and transmit data directly to select Bluetooth Smart (4.0) enabled smartphones or ANT+ devices. This gives the athlete flexibility to use whatever fitness apps or devices they prefer to train with.

For more information about Mio GO and Mio LINK, visit the Mio Global website at www.mioglobal.com/pressroom. Beginning in Spring 2014, 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 at Showstoppers and during MWC at Nordic Semiconductor's booth, Hall 6, Stand 6, H20. To schedule an appointment, please email Sarah Hilmer at shilmer@sspr.com.

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