

## **VELO, Mio's New Heart Rate Wristband for Cyclists, Now Available**

*VELO transmits heart rate, cadence and speed, transforming a rider's smartphone into a powerful and affordable bike computer.*

**VANCOUVER – December 1, 2014** – Mio Global, makers of the world's first heart rate monitors to provide, continuous, performance-accurate data without a chest strap, today announced the launch of Mio VELO, the wristband for cyclists.

Mio VELO has all the same features as Mio LINK, the heart rate wristband launched earlier this year, but with added functionality for cyclists. VELO monitors heart rate during workouts while also converting data from ANT+ speed and cadence bike sensors to Bluetooth Smart (4.0). The wristband allows riders to transform their smartphone into a powerful yet affordable all-in-one bike computer. Workout data can be tracked with the Mio GO app or third-party cycling apps.

"Mio VELO is a great option for cyclists who want to monitor heart rate and cycling data, but aren't willing to invest in a pricey bike computer," said Duane Franks, Mio Brand Champion and head coach, Trifiniti Endurance Performance Coaching in San Francisco, California. "You can track everything in your favorite app. And the best part is there's no uncomfortable chest strap!"

With configurable heart rate zones and a six-color LED to indicate current heart rate zone, Mio VELO allows the rider to closely monitor his or her workout. The soft, durable silicone strap delivers maximum performance and is water resistant up to 30 meters. Mio VELO will retail for \$129.

VELO features Mio Continuous Technology™, the same optical heart rate sensor technology in Mio's award-winning ALPHA, LINK, and FUSE devices. The patented design is extremely accurate, with a 0.99 correlation to EKG in laboratory testing. An optical sensor monitors the volume of blood under the skin and sophisticated algorithms are applied to the pulse signal so that the heart's true rhythm can be detected—even at performance speeds.

Mio VELO can be purchased at [www.mioglobal.com](http://www.mioglobal.com) and select retailers.

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).

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**Media Contact**

Marjory Elwell

Verde Brand Communications

970-259-3555 x130