

Mio to Integrate with Google Fit to Make Inter-App Data Communications Seamless

Google Fit Interface Lets Android Users Tap Heart Rate Data Tracked with Mio ALPHA and Mio LINK

VANCOUVER – July 9, 2014 –Mio Global, makers of the world’s first wrist-worn technology to provide continuous, accurate heart rate monitoring at performance levels, today announced integration with Google Fit to give Android users full control over heart rate monitoring experience. Google Fit, an open platform designed to help users keep better track of their fitness goals, will help Mio by making inter-app data communications possible.

Alongside a select number of brands including Nike and Adidas, Mio was identified by Google as one of the first technologies that will be integrating to its Fit platform. Google Fit is aligned with Mio Global’s intent for openness for both hardware and software technologies. Android users will gain access to heart rate data and other information tracked by Mio products. The Mio ALPHA and Mio LINK currently connect to BTLE devices and apps.

“Google Fit will make inter-app data communications commonplace,” said Liz Dickinson, CEO and Founder of Mio Global. “I believe this is the way it should have been from day one—the data belongs to the consumer, who should have control over where it sits, gets transferred or analyzed.”

According to ABI Research, the [wearable device market](#) will exceed \$6 billion in 2018, and sports, fitness and wellness devices will never drop below 50% of all device shipments for the next four years.

“Google’s introduction of Fit reinforces that the sport, fitness and wellness device sector is the driver behind the wearable tech environment,” said Dickinson. “We can bring continuous heart rate monitoring technology to Android and iPhone to the masses, and our users can finally have access and control over their own fitness data.”

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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