



MEDIA ALERT

World Chess Champion Magnus Carlsen to Track Heart Rate with Mio LINK During Live Nordic Semiconductor Chess Competition at CES 2014

- WHAT:** Magnus Carlsen takes on 20 competitors simultaneously while wearing Mio LINK to track heart rate
- WHERE:** International CES 2014, Las Vegas Convention Center, South Hall Connector, Room S228
- WHEN:** Thursday, January 9th from 3:00pm- 6:00pm PT
Carlsen will also visit the Nordic booth (MP25277 in South Hall 2, Las Vegas Convention and World Trade Center) to sign autographs on Wednesday, January 8th from 3:00pm-4:00pm PT
- WHY:** To demonstrate how Nordic's nRF51 Series Bluetooth® low energy and ANT+™ solutions are used with the Mio LINK device.
- HOW:** 20 lucky players were chosen by Nordic Semiconductor to play one of the most brilliant brains living today. During the match, Carlsen will use a wrist-worn heart rate monitor provided by Mio. Carlsen's heart rate, and that of the twenty people he will be playing, will be wirelessly transmitted to North Pole Engineering's WASP ANT/Wi-Fi bridge and from there to a large screen.
- COST:** Free to CES attendees
- SPONSOR:** Nordic Semiconductor and Mio Global
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- LINK:** <https://www.nordicsemi.com/eng/Events/CES-2014-Chess-Tournament>