

Withings

Withings Launches Personal Wellness Platform for 2012 Samsung Smart TVs



Withings devices enable consumers to track fitness activities, weight goals, and more on Samsung Smart TV

Las Vegas CES—Jan. 10, 2012—Today, at the International Consumer Electronics Show, Withings announced that its personalized fitness dashboard will be available across Samsung’s new 2012 Smart TV lineup. This new offering enables users to sync their Withings Wi-Fi Body Scale seamlessly with their Samsung Smart TV, allowing access to a personalized fitness dashboard and monitoring of health goals all from the comfort of their homes.

The Withings Wi-Fi Body Scale is an innovative product that transforms an ordinary bathroom scale into an automatic weight tracking device, compatible for up to eight different people. It wirelessly calculates and records a user’s body weight, lean and fat mass, and body mass index (BMI) onto his/her own secure web page, or with a free Withings app for iOS or Android operating systems. In collaboration with Samsung, this data can be easily accessed directly from the Samsung Smart Hub for Smart TV.

Withings offers a Wi-Fi Body Scale designed for adults, as well as a Withings Smart Baby Scale for children, which extends Wi-Fi weight tracking to newborns and children and has won a prestigious 2012 CES Innovations Award at this year’s show in Las Vegas. With the launch of this new device, it is now possible to view and monitor your baby’s health along with the whole family’s.

“Samsung’s Smart TVs are deeply transforming the ways in which we access rich, more robust content for the whole family,” says Co-Founder of Withings Cedric Hutchings. “We’re proud to be able to collaborate with Samsung, the world’s leading TV manufacturer, on this new Smart TV service, and look forward to offering consumers even more access to their family’s health and fitness library all on the Samsung Smart TV screen.”

Samsung Smart TVs allow consumers to enjoy thousands of apps, streaming Internet content, social networking, and access to their own content on other connected devices without the need for a PC. As part of its new lineup of Signature Services in 2012, Samsung will feature a Fitness function directly on its Smart Hub. Fitness will help consumers exercise around their own schedules—enabling the tracking of fitness activities in a more organized way. Through Profile Management, users can set personal fitness goals and track both indoor and outdoor activities including calories burnt. In addition, a

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revolutionary “Virtual Mirror” will provide a split-screen image of consumers’ working out against the leader on TV—enabling form correction instantly. Finally, the seamless connectivity with the Withings Scale enables Fitness to record personal fitness analytics instantly—packaging the family’s fitness activities and goals in an easy, organized and robust way.

For more information, contact PR representatives below or visit www.withings.com/press.

Withings Product Range



WiFi Body Scale



Smart Blood Pressure Monitor



Smart Baby Monitor



Smart Baby Scale

About Withings:

Withings is a leading force in the personal healthcare revolution. It designs, develops, and industrializes health and wellness connected devices that help families across the world take better charge of their health.

French start-up founded by two executives with a technology and telecom industry background, Withings has proven its capability to turn health sensor into simple, popular, and enjoyable connected devices. In **September 2009, Withings** launched its **Wi-Fi Body Scale**, the first ever Internet-connected body scale. This distinctively designed object was rapidly enriched with additional services provided by third parties. Many international sports and fitness online coaching websites see the Withings body scale as the ideal interface for providing rich and non-binding online services. Withings is as such **a pioneer in health 2.0**. In April 2011, Withings launched **the Smart Blood Pressure Monitor** in Europe first and then in May 2011 in the US. In November 2011, **Withings launched the Smart Baby Monitor** in Europe.



Instead of concentrating its distribution in pharmacies and specialized stores, Withings distributes its products in the most prestigious retailers of consumer electronics and cultural products in North America and Europe such as FNAC, Apple Stores or Best Buy.

Withings is a major player in the Internet of Things. The company’s increases the capabilities of an object by the addition of network resources that allows access to infinite calculation and storage capacities without increasing costs. The object’s interfaces are also ported to devices such as mobile phones or computers, to benefit from their resources and capabilities.

About Samsung Electronics Co. Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social

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criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com

Read more about Withings on www.withings.com.

- * Visit Withings at CES at their North Hall Booth # [3521](#) (Digital Health, Sports & Fitness Pavilion). They'll have their newest creation on display for you to see in action.
- * Visit Samsung Electronics' main booth at CES: #12004 in the Central Hall of the Las Vegas Convention Center.

Withings Media Contacts:

Global:

Jean-François Kitten

Withings

M: +33 6 11293028

jkitten@withings.com

North America:

Jessica Darrican

Max Borges Agency

O: (305) 576-1171 x.16 / M: (305) 299-3449

Jessica@maxborgesagency.com

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