

Withings

Withings WiFi Body Scale Becoming a Platform for Online Health Service Providers



The Withings WiFi Body Scale is now becoming the essential interface for a growing number of online service companies

Issy-les-Moulineaux, France – January 21, 2010 – Since its release in the US, the Withings WiFi Body Scale has taken additional steps in expanding its connectivity by sharing its platform with a number of growing partners. Due to the scale's built in ability to receive updates wirelessly and seamlessly, Withings has been able to partner with many popular websites that focus on coaching and fitness.

To date, Withings has partnered with various overseas websites plus US based companies DailyBurn.com and its 350,000 members, RunKeeper.com that has had over 900,000 iTunes app downloads, FitOrbit.com and gymtechnik.com. By offering this added connectivity to these popular fitness sites, Withings is giving their customers more outlets to track their progress.

The Withings Wifi Body Scale allows users of these sites to seamlessly upload their body weight, lean & fat mass, and calculated body mass index (BMI) to the sites. No longer will users need to login to these individual sites just to record their weight, all they need to do is step on the scale and it's done for them.

"For the first time ever, a solitary product that is confined to a bathroom floor, now can integrate with a multitude of lifestyle sites" said Cédric Hutchings, cofounder of Withings. "The scale's WiFi connectivity makes it the central hub allowing users to automatically disseminate information to their favorite online services to further help them reach their weight management goals. This creates value and benefits to the user, by providing a richness of services, literally available at their feet."

The WiFi Body Scale is the world's first WiFi connected personal weight scale, which automatically records the user's body weight, lean & fat mass, and calculated body mass index (BMI) to his/her secure webpage and/or free Withings iPhone application, WiScale [\[more info on the scale here\]](#) . Also, if enabled by the user, the scale can automatically "Tweet" information in order to get motivation from the user's followers [\[more info on that feature here\]](#) .

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The scale is currently available on www.withings.com for \$159.00 USD or 129 €. For more information on Withings, go to www.withings.com . images of the WiFi Body Scale http://www.withings.com/static/press/Visuels_HD.zip or please contact PR representative Jean-François Kitten at +33 6 11 29 30 28 jfkitten@withings.com or Jessica Darrican for USA at (305) 576-1171 ext.16 or jessica@maxborgesagency.com

About Withings:

Withings is a French start-up established by three executives from the technology and telecom industry. With a focus on the innovation and design for everyday products, Withings introduced in September 2009 its first-of-its-kind WiFi Bodyscale. For more information on Withings, visit www.withings.com.

About DailyBurn:

DailyBurn is the premier online fitness community that allows individuals to track detailed information about their exercise and nutrition, visualize their progress, and achieve their health and fitness goals faster. DailyBurn is all about motivating people to live healthier, happier lives. Users can create an account for free or subscribe to a full-featured PRO account for under \$5.00 per month.

www.dailyburn.com

About RunKeeper:

RunKeeper is a mobile fitness platform founded in 2008 and based in Boston. RunKeeper 's mission : to make fitness tracking and training easier to use and more fun. www.runkeeper.com

About FitOrbit:

FitOrbit matches consumers with a real live personal trainer based on their lifestyle preferences and fitness goals, providing affordable and accessible one on one fitness training and meal planning over the Internet. With the new Withings Body Scale, vital information such as Weight, Body Mass Index (BMI), and Lean vs. Fat Mass, is instantly sent to the FitOrbit online personal trainer, allowing them to provide objective measurement, auto-tracking and reporting, and expert analysis for their FitOrbit client.

www.fitorbit.com

About GymTechnik:

Founded in June 2008, GymTechnik is an Online and Mobile fitness tracking service. Setup your workout routines online, and then use your BlackBerry, or web enabled iPhone, Nokia, or Android Handset as a workout journal. Gym Technik Mobile lets you access pre-planned workouts, keep track of workout & body stat progress, and upload before/after photos. Gym Technik turns your Smartphone into your workout partner. Your workouts, your music, your lifestyle, all within reach.

www.gymtechnik.com

About Strands

Strands.com is a free online training nutrition and exercise log that will give your Withings weight profile the context you need to reach your weight-loss goals. With the WiThings scale, your weight is delivered instantly to your Strands.com account and charted with a calorie equation (calories consumed - calories burned) based on your nutrition and exercise entries. You can log your exercise and nutrition on-the-go using the Strands.com full-featured iPhone application. Strands.com is also a social network where you can connect with your friends and with other active people to share tips and motivate each other to live a healthier and active lifestyle.

www.strands.com

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