

Paris France, October 15th 2010

The first WiFi smart bodyscale by Withings now Dressed in White

Because high-tech products are not a luxury reserved for geeks, the popular WiFi body scale is now available for all bathrooms in a new white body



The intelligent and wireless Withings WiFi body scale has already won a spot in bathrooms around the globe, but up until now this highly advanced, yet simple to use, piece of technology was only available in black. Now, the developers of the scale have released a white version.

Because of an increasing demand from its customers, Withings has decided to add this new option for customers and thus satisfying their call. Not only because of the aesthetic appeal of white for bathrooms and home décor, there has been a trend gearing towards more white gadgets. From tablets, to PCs, laptops, MP3 players, smartphones, cameras and gaming devices... products are becoming white hot! Now, your scale can join those devices.

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 or iPad application, WiScale. Also, if the user decides, they can set their objectives and ask their Body Scale to discreetly inform them about their progress via mail...

Since its release in September 2009, the Withings WiFi Body Scale has taken additional steps in expanding its connectivity by sharing its platform with a growing number of partners, offering Health 2.0 and online coaching services.

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) directly to the websites. 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. This balance without equivalent comes to simplify the good being.

Withings developed partnerships with online coaching website such as: DailyBurn.com, RunKeeper.com, FitOrbit.com, gymtechnik.com, aujourd'hui.com, Strands.com, Danholt4mac.com, Jogmap.de. Also, the scale connects to Google Health and Microsoft HealthVault. By interfacing the smart bodyscale with popular fitness websites, Withings gives its customers more outlets to track their progress using online services via any connected screen such as smartphones, tablets or PC.

Withings will launch two new communicating products in 2011 and will present them at CES 2011

The new white edition Withings WiFi Body Scale is currently available in Europe at the price of 129.00€ on www.withings.com.

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About Withings:

Withings designs, develops, and industrializes connected objects. Withings is a French start-up established by three executives from technology and telecom industry. With a focus on innovation and design for everyday products, Withings introduced in September 2009 its first-of-its-kind WiFi Bodyscale in the world. Withings is an actor of the Internet of Things. Increasing capacities of an object by network resources allows accessing to infinite calculation and storage capacities without increasing the cost. The object's interfaces are also ported to devices like mobile phones or computers, to benefit from their resources. Withings makes internet connected objects. www.withings.com

About Withings Founders:

Eric Carreel: Withings President

49 years old, Eric first worked in institutional research as a researcher in the field of radio. He then jointly founded Inventel and was president from 2002 to 2005, being one of the major architects of Triple Play in Europe. After Thomson bought Inventel, he became technical director of Thomson's domestic product division. He created and managed the Advanced Product Development group within this division. Eric is an Engineer from the Industrial Physics and Chemistry Grande Ecole in Paris (ESPCI) and has a PhD in engineering from the university of Paris VI. He is the author of fifty or so patents. Eric provides the vision and innovation.

Cédric Hutchings: Withings General Manager

33 years old, he accumulated 8 years experience in marketing general public technological products. After joining Inventel as product manager where he managed the launch of residential wireless gateways, he help at Thomson in the position of marketing director of domestic products in charge of developing residential offers. Engineer at the Ecole Centrale of Paris and holder of a Masters from the Massachusetts Institute of Technology (MIT), distinguished best Product manager of the Thomson group in 2006. Cédric ensures the general management and marketing and commercial development.

Frédéric Potter: Withings Technical Director

From 1998 to 2008, as founder and technical director of Cirpack, he developed telephone switching equipment that are today at the heart of the networks of hundreds of operators, including for example, Free.fr. During this decade he played an important role in the world deployment of telephony over the internet. He is a graduate of Télécom Paris and holds a PhD in

micro-electronics. Frédéric is in charge of research and development.