

Withings

Las Vegas, Nevada - January 6, 2011

What if taking your blood pressure was as easy and straightforward as making a phone call?



Protected design - INPI N°10/3563



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Withings Launches iOS Device Connected Blood Pressure Monitor with Online Monitoring and Measurement Storage

This revolutionary new product created by Withings, dramatically improves access to BP measurements for users worldwide

Las Vegas, Nevada - January 6, 2011- CES Booth #3619- With hypertension affecting almost 25% of the world population¹, blood pressure measurement can help to save lives. However, until now, taking your blood pressure required the use of complex devices with multiple manipulations, mathematical operations and data recording procedures. Self-measurement has been recommended by the medical profession for many years², but no one had yet found concrete solutions to expand its use.

This is why Withings chose to rethink the blood pressure monitor and turn it into an attractive, user-friendly connected device.

With the Withings Blood Pressure monitor, measuring and understanding your blood pressure couldn't be easier. All data is recorded and saved to the user's secure online space for easy measurement access and retrieval through their iPhone, iPad or iPod.

Self-measurement is made simple by the Withings Blood Pressure monitor. It improves the reliability of readings and offers the option to share them with relatives, healthcare providers or medical professionals.

Through the Withings API, specialist partners can interface with the platform to offer additional services, as Withings has already proven with its WiFi Body Scale and partners such as Google Health, Microsoft HealthVault and numerous health & sports coaching websites such as DailyBurn.com, RunKeeper.com, FitOrbit.com, gymtechnik.com, aujourd'hui.com, Strands.com, Danholt4mac.com, Jogmap.de...and many more.

Says Withings co-founder Cédric Hutchings: "Apple revolutionized the world of smartphones by making them more user-friendly than ever before. By adding connectivity to high-tech devices, we simplify their usage and enrich them with extra services. Our goal is to take the drama out of using devices that can promote healthier lifestyles for all. We have achieved this with our Withings body scale, and are now repeating our success with the Withings Blood Pressure monitor".

The Withings Blood Pressure monitor works together with an iPhone / iPad / iPod touch. The Withings Blood Pressure monitor, priced 129 euros or \$129 US, will be available in January, 2011 on www.withings.com

High Resolution pictures available at www.withings.com/press

Media Contacts: USA Jessica Darrican M: (305) 299-3449
Jessica@maxborgesagency.com & Jean-François Kitten +33 6 11293028
jfkitten@withings.com

¹ The Lancet, January 2005 <http://www.ncbi.nlm.nih.gov/pubmed/15652604>

² Hypertension, Vol 6, 574-578, Copyright © 1984 by American Heart Association
http://hyper.ahajournals.org/cgi/content/abstract/6/4/574?ijkey=c8bf8d9280b00382e14155390d5a3eb350fbc9f0&keytype=tf_ipsecsha

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Withings Blood Pressure Monitor

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Withings Blood Pressure Monitor

The Blood pressure monitor is connected to an iPhone, iPad or iPod Touch, to easily keep track of your blood pressure over time.

Instant measurement: simply connect the Withings Blood Pressure Monitor to your iPhone, iPad or iPod's 30 pin docking connector. The Withings application launches automatically and makes BP measurement available in a single gesture.

Clear results: detailed results display (in graph form) and the application states recommended values, making full use of the iPhone's rich display capacity.

Automatic backup: all readings are saved for a more accurate follow-up of your health. No need to make a note of results, calculate your averages or send them to your physician. The Withings blood pressure Monitor does it all for you.

Health follow-up in your pocket: the automatically-generated graphs facilitate detection of new trends at a glance. Morning/evening readings and consecutive measurement averages are clearly displayed for improved follow-up.

Direct connection with your physician: the secure sharing option allows automatic transmission of measurements to your physician or relatives. It's the perfect solution for closely monitored follow-up with accurate, reliable measurements taken at home.

Innovative design: the Withings blood pressure Monitor's features may be revolutionary, but so are its forms.

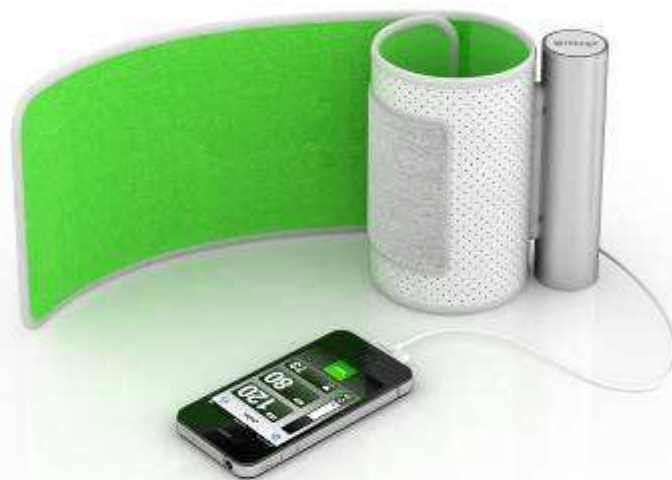


Photo: © Apple - NPE17/02/05



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Hypertension and health – key facts:

A blood pressure monitor is a device that measures the pressure of the blood in the arteries.

How does a blood pressure monitor work?

With every contraction of the heart, blood is expelled from the heart chambers and propelled into the arteries, exerting pressure on their wall. This pressure, caused by contraction of the heart, is known as systolic pressure. It is the higher figure measured by the Withings Blood Pressure Monitor. A second phase then occurs when the heart relaxes and fills with blood. Pressure exerted by blood on the artery walls drops. The lower figure reflects what is known as diastolic pressure.

Who's concerned?

In the early 2000's, almost 25% of the world's adult population suffered from hypertension – that's around 1 billion individuals. In the US, hypertension affects almost one third of the population. In France, about 8 million adults receive treatment for this condition. Although men and women are affected in equal numbers, hypertension becomes more widespread with age: 70% of hypertensive patients are over the age of 60³.

Why measure your blood pressure?

Measuring your blood pressure is the only way to detect hypertension. A survey conducted in France in 2004 shows that excluding individuals undergoing treatment, one third of the adult population has hypertension that has not been detected or remains untreated.

Although treatments against hypertension do exist, surveys conducted in recent years have shown that only one third of hypertensive patients undergoing treatment have their blood pressure adequately monitored.

Hypertension is a risk factor involved in (according to the CFLHTA⁴):

- Myocardial infarction
- Heart attack
- Stroke
- Kidney disease

The European Society of Hypertension (ESH)⁵, French Committee against Hypertension (CFLHTA) and French National Authority for Health (HAS) all recommend self-measurement of blood pressure⁶. It is a useful technique to seek confirmation of a high blood pressure diagnosis and helps to select the most adequate treatment.

³ The Lancet, May 2008

<http://www.thelancet.com/journals/lancet/article/PIIS0140673608606558/abstract>

⁴ Comité Français de Lutte contre l'Hypertension Artérielle <http://www.comitehta.org/>

⁵ <http://www.eshonline.org/Guidelines/BloodPressure.aspx>

⁶ Comité Français de Lutte contre l'Hypertension Artérielle

http://www.comitehta.org/index.php?searchword=auto+mesure&ordering=&searchphrase=all&Itemid=1&option=com_search

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How it works? The Withings Blood Pressure Monitor: easy access to self-measurement of blood pressure

Measuring your Blood Pressure yourself helps to avoid various sources of variations resulting from the time or conditions in which it is taken, such as after physical effort or under the effects of stress in any form.

According to CFLHTA, the information provided by a self-measurement reading is more accurate than occasional BP checks performed at the doctor's office, as many patients suffer from "white-coat stress" when in a medical environment.

The Withings Blood Pressure Monitor is a simple tool providing reliable home BP self-measurement. Regular readings can help individuals to identify possible hypertension. If following a treatment, the patient can monitor improvements over time.

How to use the Withings Blood Pressure Monitor



Connect the cuff to the iPhone; the Withings application launches automatically. Simply slide on and tighten the armband around the arm above the elbow, then touch the start button on the iPhone to begin.

The Withings Blood Pressure Monitor automatically averages measurements to produce significant results.

Simply flip the iPhone to access measurement history and averages.

For later retrieval, simply access your secure online space at withings.com or launch the Withings application on your iPhone/iPad/iPod.

Usage recommendations: no coffee 30 minutes before use; no tobacco 30 minutes before use; use the lavatory prior to measuring; remain seated for 5 minutes prior to measuring.

In order to obtain reliable readings, it is best to perform 3 measurements over a period of 3 to 5 days, in the morning on an empty stomach and before going to bed, and submit them to your physician for inspection.



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Use cases - Withings Blood Pressure Monitor

George, 36

At 36, George loves to excel. His world: Apple and high-tech design products! He also sees technology as an asset for his wellness. He was happy to discover the Withings bathroom scales – at last, wellness technology with style! He’s quite an athlete and runs at least 20 kilometers every week. He proudly monitors his performance on his iPhone. And as he sometimes indulges, now that he’s nearing forty, his blood pressure has become a concern, so he monitors that too. His goal: keep his blood pressure at 12-8. The Withings Blood Pressure Monitor is the ideal device to monitor changes in blood pressure on his iPhone, which he carries at all times. George also loves the beauty of the object.

Philippe, 53

Philippe is a top executive in a global business. From railway stations to airports, from business lunches to extensive car travel, Philippe didn’t really pay attention to his diet. During an insurance company medical check-up, he found out about hypertension and the risks to his health. Initially, he was wary of blood pressure medication, but now, with a few clicks on his iPhone, he understands the benefits of his treatment. What he enjoys most is the Withings Blood Pressure Monitor’s ease of use, which really helps and motivates him to monitor the downward trend in his BP.

Claire, 31

10% of pregnant women suffer from pregnancy-induced hypertension. Claire, 31, wants to avoid any possible hypertension. Between her job, her friends and her man, Grégoire, she really can’t spare the time to go out and have her BP checked 3 times a week. What’s more, Claire is the emotional type, so her doctor recommended self-measurement as a means to avoid the “white coat” effect. With the Withings Blood Pressure Monitor, she always finds time to measure her blood pressure and when in doubt – on the bus, metro or before an appointment – she checks out the Withings interface on her iPhone to check her history and make sure she’s done it often enough during the week to send her doctor an adequate statement. In addition, with her Withings Blood Pressure Monitor, technology has never seemed this simple.

Paul, 71

A busy life, a passion for top restaurants and fine wines... Jean Paul is a hedonist, and it shows – he weighs 98 kg (216 lbs). One morning, aged 71, he woke up with chest pains. It was a heart attack. Being overweight is major risk factor for hypertension. Today, he takes his medication seriously and regularly visits his doctor. He has gone on a diet and exercises to lose weight. With his Withings Blood Pressure Monitor, he can easily monitor the results on his iPad - even if he’s not wearing his glasses. As all his measurements are automatically saved in his Withings secure area, so he need not worry about taking notes. Checking out improvements in his graphs with just a flick of his

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fingers on the iPad has encouraged him to persevere in his efforts to lead a healthier life.

Carole, 47

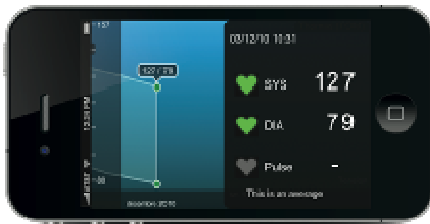
Carole is an active woman of 47 who'd rather do without the clutter of superfluous hardware. She takes her blood pressure seriously, and her doctor has asked her to check it regularly, but Carol doesn't want to sacrifice beauty to wellness and turn her home into a clinic. What she likes about the Withings Blood Pressure Monitor is that it's beautiful and easy to put away. And what she likes most is that it's really practical: in three quick steps, it takes your blood pressure - it's simple, it works and it's efficient!

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Dashboard, more on the user interfaces

The Withings Blood Pressure Monitor seamlessly integrates with your iPhone, allowing you to carry your personal dashboard in your pocket for easy reference or whenever you wish to share it with others.

With Withings free application available from the App Store named Withings and the Withings Blood Pressure Monitor, people access to easy instant measurements.



The full data is recorded and saved to the user's secure online space for easy measurement access and retrieval through their iPhone, iPad, iPod with detailed results display and the application states recommended values, according to WHO standards.



All readings are saved for a more accurate follow-up of your health. The automatically-generated graphs facilitate detection of new trends at a glance.

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Technical features

Measurement

- Oscillometric method
- Blood pressure: 0 to 250 mmHg / Accuracy ± 3 mmHg or 2% of display reading.
- Pulse: 30 to 200 beats per minute. Accuracy $\pm 5\%$.
- Automatic inflation and controlled pressure release valve for quick and reliable measurement.

Dedicated application

- Free Withings application available from the App Store
- Designed for iPhone, iPad and iPod Touch (iOS 3.0 or higher)

Online space

- Private website, password secured
- Follow-up of blood pressure and pulse
- Comparison with recommended readings
- Supported browsers: Internet Explorer, Firefox, Chrome, Safari¹

Data sharing

- Data is private or can be shared with other blood pressure monitor users.
- Graphs can be made available on a web page (optional).
- Secure data sharing for automatic transmission of readings to your physician.

Power

- 4 Alkaline cells, 1.5V (AAA), supplied

Dimensions

- Arm circumference: 220 to 420 mm (8.6 to 16.5 in)
- Weight: 600g (1.3 lb) (excl. cells)
- Dimensions of the steel tube: length: 150mm (5.9 in), diameter: 36mm (1.4 in)

Hardware requisites

- Only works along with an iPhone/iPad/iPod Touch (iOS 3.0 or higher)

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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.

Withings products line:



WiFi Body Scale / Smart Baby Monitor Blood / Pressure Monitor

www.withings.com

About Withings Founders:

Eric Carreel: Withings President

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

Cédric 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.

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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.

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

Media Contact:

Jessica Darrican (USA)

Max Borges Agency

O: (305) 576-1171 x.16

M: (305) 299-3449

Jessica@maxborgesagency.com

Jean-François Kitten

Withings

M: +33 6 11293028

jfkitten@withings.com