

Withings

Withings Announces US Availability of the World's First WiFi Enabled Body Scale

Withings combines sleek design and technology to transform a regular bathroom scale into an accurate health monitoring system with iPhone compatibility



Issy-les-Moulineaux, France -- September 30, 2009 -- Today, French technology company Withings is announcing the US availability of its WiFi Body Scale, the world's first WiFi connected personal weight scale that 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. With its extra-flat (.9") black and steel design, the scale is an ideal addition to any bathroom. Jam-packed with technology, while still remaining very simple to use, the scale is available now on www.withings.com and www.amazon.com for \$159.00 USD.

"We strive to bring innovation, design and technology to everyday objects through a wireless connection to the internet and we feel the WiFi Body Scale truly delivers on all fronts," said Cedric Hutchings, Withings General Manager. "We are excited to bring the scale to the American public and establish ourselves in the marketplace as makers of wirelessly connected products that make everyday life better."

By using bioelectric impedance analysis (BIA), the scale calculates the user's body fat composition and displays it in actual weight instead of a percentage of fat in the body. This allows for more accurate tracking because it avoids the daily weight fluctuations due to things like water gain or loss.

The scale is the perfect tool for anyone who is concerned about their health and is interested in monitoring the benefits and progress of their diet and exercise plan. Also, it's ideal for tracking an entire family's health progress with its multi-user function. The scale automatically recognizes up to 8 users the moment they step on the scale and adds the stats to their individual tracking graphs. With the convenience the scale provides, users won't have to lift a finger to get their daily stats from the scale. Just step on the scale and check out your progress report instantly on the web or on your *WiScale* iPhone application.

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WiFi Body Scale Specifications: (in Full [Click here](#))

- **WEIGHT:** Displays weight in kg & lbs | Maximum weight of 396 lbs
- **ANALYSIS:** Calculates your body weight, fat & lean mass, body mass index (BMI)
- **MUTI-USER:** Can manage 8 users per scale | Automatic user recognition
- **POWER:** Four 1.5V Batteries (AAA) | Automatically turns on and off
- **DIMENSIONS:** Flat scale measuring 0.90 inches | 12X12 glass slab | weighs 5lbs
- **DISPLAY:** 62 X 40 mm with high white contrast lighting
- **ONLINE CONNECTION:** Scale wirelessly transmits results to your private password protected website for your results tracking or free iPhone application

For more information on Withings, go to www.withings.com. To request additional information or images of the WiFi Body Scale, please contact PR representative Jessica Darrican at (305) 576-1171 ext.16 or jessica@maxborgesagency.com.

About Withings:

Withings is a French company, established in 2008 by three executives from the technology and telecom industry. With a focus on the innovation and design for everyday products, Withings has created its first product, the WiFi Body Scale. For more information, visit www.withings.com.

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