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## FOR IMMEDIATE RELEASE

### WAHOO FITNESS LAUNCHES *FISICA* SENSOR CASE, STREAMLINING WORKOUT AND ENHANCING FITNESS EXPERIENCE

*Sensor Case Uses Wireless Standard ANT+ to Merge iPhone Functionality and Real-Time Exercise Monitoring Information*

**LAS VEGAS (Jan. 5, 2011)**—In advance of the [2011 International Consumer Electronics Show](#), [Wahoo Fitness](#), a designer and manufacturer of wireless fitness sensors and accessories designed for use with smart phones, today announced the availability of the *fisica* Sensor Case and bike mount, the only iPhone-compatible fitness device of its kind. The Sensor Case wirelessly connects an iPhone 3G/3GS or iPhone 4 to a user's favorite fitness measuring devices such as heart rate monitors and speed sensors using proprietary *fisica* technology and the ANT+ protocol, the most widely used wireless standard among fitness sensors. The water and shock resistant Sensor Case protects the iPhone while merging real-time activity stats with the most popular fitness apps. To accommodate cyclists, the Sensor Case also includes a quick-release attachment for mounting on any road, mountain or recumbent bike.

"Wahoo Fitness develops fitness accessories to bridge the gap between expensive, inaccessible exercise equipment and the everyday athlete, and we continue to innovate new ways to deliver comprehensive fitness tracking data to our consumers by harnessing the power of the smart technology they use every day," said Chip Hawkins, CEO, Wahoo Fitness. "The *fisica* Sensor Case is a realization of this company goal and is a revolutionary device for those wanting to simplify and boost their fitness experience."

The Wahoo Fitness *fisica* technology utilized in the Sensor Case interprets data from a host of fitness devices such as heart rate sensors; stride sensor for running and walking; speed, cadence and power sensors for cycling; weight scales, blood pressure and activity sensors for health and well-being; and any other sensor that transmits data using the standard ANT+ protocol. To date, nearly 40 leading fitness apps use *fisica* to obtain sensor information for a wide variety of activities including running, walking, biking, hiking, rowing, and weight lifting. For a list of apps currently compatible with *fisica*, visit [www.wahoofitness.com/Apps](http://www.wahoofitness.com/Apps).

The *fisica* Sensor Case is available for purchase now via the [Wahoo Fitness website](#) for \$119.00. Key features and benefits of the case include:

- Built in ANT+ radio transceiver, supporting all current and future ANT+ sensors
- Compatible with the iPhone 3G/3GS and iPhone 4
- Supported by the leading iPhone fitness apps
- Water protective and shock resistant
- Light weight—3.6 ounces (iPhone 3G/3GS); 4.1 ounces (iPhone 4)
- Fully accessible and functional touch screen access
- microUSB port for charging and data connection with tethered rubber plug when not in use
- Universal mounting rail
- Optional auxiliary battery

At CES, Wahoo Fitness will display the *fisica* Sensor Case at the ANT+ Pavilion located in the North Hall, Grand Lobby, booth #3023. Additionally, executives will be demonstrating the complete line of Wahoo Fitness ANT+-compatible products including:

- ***fisica* Fitness Sensor Key:** Adds ANT+ capability to any iPhone or iPod touch with a small and rugged key device which attaches via the 30-pin connector. Reads data from any ANT+ sensor including stride sensors, bike speed, cadence sensors, heart rate, blood pressure monitors, etc. and merges real-time activity information with all iPhone and iPod touch functionality including favorite playlists and the best fitness apps.
- **Heart Rate Sensor:** Monitor exertion and heart rate of any activity via this accurate, reliable and comfortable strap. Integrated sensors transform electrical activity produced by the heart into digital information while soft fabric prevents misalignment, ensures comfort and prevents chafing.
- **Speed and Cadence Sensor:** A must-have cyclist fitness tool. Tethered, independent speed and cadence sensors allow for optimal placement near the crank and rear wheel spoke. Small device has low drag profile. Can be modified for use on a recumbent bike.
- **Stride Sensor:** Monitors stride with exceptionally accurate precision, providing real-time speed and distance information for running, walking or hiking on any terrain including a treadmill. Securely attached to shoe laces with included lace cradle and is waterproof up to five feet.
- **Accessories:** Sport armband and sport belt fit all models of the iPhone and iPod touch, accommodate *fisica* Sensor Key attachment, provide full navigation control through clear window panel and protects against rain, perspiration, bangs, bumps and scratches.

Additionally, throughout the show, Wahoo Fitness will be demonstrating its innovations in conjunction with other fitness exhibitors at the ANT+ presentation stage. Brands include Concept2, A&D Medical, MapMyFitness, iMetricus, Sony Ericsson, and Garmin.

For more information about Wahoo Fitness or for press inquiries, contact Casey Sorrell at 619-234-0345.

#### **About Wahoo Fitness**

Located in Gainesville, Ga., Wahoo Fitness designs and manufactures wireless fitness sensors and *fisica* technology specifically tailored to seamlessly integrate with smartphones for the display, management and transfer of fitness information. All Wahoo Fitness products communicate using the ANT+ wireless protocol and are compatible with existing devices that use the ANT+ standard. For more information on Wahoo Fitness, please visit [www.wahoofitness.com](http://www.wahoofitness.com) or follow us on [Facebook](#), [Twitter](#) or [YouTube](#).

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