

## PRESS RELEASE SIGMA SPORT®

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### SIGMA SPORT: ACTIVO

## **ACTIVO now also available in pure black**

SIGMA SPORT has expanded the existing color range of the ACTIVO activity tracker to include a fourth version, 'pure black'. The wrist worn daily motivators are now available in the three two toned models 'black-red', 'sky-blue', and 'berry-pink' and a monotone 'pure-black'.

The ACTIVO uses a clearly legible LED display to provide information about the number of steps taken, the distance covered, and the number of calories burned. Interim and daily targets with a progress indicator on the display also provide additional motivation. The pre-set daily target of 10,000 steps is based on the recommendation of the World Health Organization and awarded with the status 'gold'. However, the bronze and silver interim targets also help to motivate users as they progress towards the gold trophy.

The ACTIVO uses Bluetooth Smart to transfer all the daily values to the free SIGMA ACTIV app, where both the personal data and the individual aims can be amended. A detailed analysis of each activity level is displayed in various graphs. As such, the SIGMA ACTIV app not only provides information about the daily totals but also divides the individual analyses into time-based bar charts. A simple tap on the display furthermore shares personal successes with fans and followers on Facebook and Twitter.

In addition to the active period, the ACTIVO also monitors the user's sleep. The slightest movements are recorded while in sleep mode and evaluated in a detailed sleep analysis. The integrated alarm clock function can also be controlled via the app.

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The ACTIVO is water resistant pursuant to IPX 7 and has an ultra-low weight of just 18 grams and a sleek design, making it a universal and practical companion for everyday wear. The ACTIVO's battery will last approximately eight days and takes only two hours to completely recharge using the USB charger provided.

The four ACTIVO versions are all available from retailers for an RRP of €64.95. The free SIGMA ACTIV app is available from the Apple AppStore and the Google Play Store. Data can also be transmitted to the DATA CENTER via the SIGMA CLOUD.

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