

PRESSRELEASE SIGMA SPORT® PURE 1 / PURE 1 ATS



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SIGMA SPORT: PURE 1

The stylish purist of the bike computer world

The new PURE 1 from the SIGMA TRENDLINE range is puristic and streamlined. The stylish bike computer in two classical colors displays the basic functions speed, distance, and trip time. It is simple to use and extremely intuitive. The oversize display, elegant shape, and contemporary colors make the PURE 1 the classic in the Trendline range.

The PURE 1 offers puristic functions and correspondingly intuitive use. The huge display uses large, clearly legible characters and digits on three lines to constantly and simultaneously show the speed, trip distance, and trip time or to show the speed together with the total distance and total ride time. A single push of a button enables users to switch between the trip view and the totals view. The oversize display helps cyclists with eyesight problems to read the information without visual aids.

The PURE 1 impresses with its streamlined design. The housing around the display has been minimized to offer the greatest possible visual effect in the least possible space. The single button makes the bike computer as simple to operate as its settings are to configure, for example. All standard tire sizes are predefined so that users simply have to select the right one for them. Of course, it is also possible to enter the precise tire size manually.

The new bike computer is available in two versions. The PURE 1 sends the signal from the transmitter to the receiver via a cable. On the PURE 1 ATS, this transmission occurs wirelessly. ATS refers to SIGMA SPORT's own, wireless, analog, encoded transmission. Thanks to the encoding of the signals, transmission occurs without disturbance. The bike computer can naturally be attached to a bike quickly and without tools.

The device has a modern design and impresses with its simple menu guidance and extremely clear, large, and easy-to-read display. "The PURE 1" can also be read and configured at home on a PC or MAC using the SIGMA DATA CENTER software and an optionally available docking station.

For anyone who regards less as more when cycling, from February 2016, the PURE 1

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will be available from specialist retailers in black and the PURE 1 ATS in white.

Weitere Informationen erhalten Sie unter: www.sigmasport.com oder <https://www.facebook.com/SIGMASPORTGermany>

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