BASIS ANNOUNCES NEW SMARTPHONE FEATURES, ACCESSORY STRAPS AND RETAIL AVAILABILITY FOR PEAK HEALTH AND FITNESS TRACKER

Peak now available in the U.S. at Amazon.com, Best Buy and REI

San Francisco – Nov. 20, 2014 - Basis, an Intel company, has announced that Peak, the ultimate fitness and sleep tracker, is now available at Amazon.com, Best Buy, and select REI locations in the U.S., and will be available exclusively at Best Buy and Future Shop in Canada and Amazon.co.uk in the UK in mid-December. Basis also announced new updates, features and accessories in time for the holidays, including details on the first set of smartwatch notifications for iOS and Android coming this December, its support of the Bluetooth GATT protocol for heart rate streaming to some of the most popular fitness apps, and a new line of sports-oriented accessory straps.

Basis revealed Peak in late September as its next generation tracker, following its success with the Basis Carbon Steel Edition, which then offered the most advanced fitness and sleep tracking capabilities in the category. Peak features a multi-sensor design that provides the most comprehensive picture of fitness and sleep, while also offering heart rate during exercise (without the need for a chest strap) and smartwatch notification capabilities, which will be expanded over time. Peak also features a sleek, modern design with a forged aluminum body, Gorilla Glass touch screen, a battery life of up to 4 days and water resistance tested to 5 ATM.

"We are pleased that the initial launch of Peak was well received and look forward to adding to consumers' experience by the holidays", said Jef Holove, general manager of Basis, an Intel company. "These new feature enhancements and accessory straps allow us to further deliver on Peak's promise as the ultimate fitness and sleep tracker with smart functionality, personalization and interoperability with other apps."

Smartwatch Notifications

Basis plans to release the first set of smartwatch notification capabilities for Peak in mid-December, including notifications for texts, phone calls and calendar events. Notifications will be transmitted instantly via Bluetooth Smart from the user's compatible iOS or Android phone to the Peak screen, providing an easily accessible summary update on the wrist. Users will also be able to scroll through the most recent notification history on the Peak touchscreen. These will be offered as a free upgrade to Peak users via a firmware update.

Heart Rate Streaming to 3rd Party Apps

Available now, Peak allows users to stream heart rate data via Bluetooth directly to some of today's most popular fitness apps. Peak can thus be used as a traditional heart rate monitor with apps that provide useful GPS-based metrics like distance and pace while still capturing all of their other fitness data for their Peak app. This feature is enabled through compatible apps and smartphones that support the Bluetooth GATT protocol, which currently include the iOS versions of Strava, RunKeeper and Endomondo. Visit mybasis.com/gatt for the latest compatible apps.

New Line of Accessory Straps
Finally, Basis will release a new line of sports-oriented accessory straps, taking advantage of Peak's ease of customization with its quick-release pins and standard watch-strap attachments. The SportVent line features a perforated grid design for improved breathability during activity and come in a range of colors to fit users' individual styles, including Ember (red), Coral, Vapor (blue), Onyx (black) and Firefly (green), all with complementary accent colors. The SportVent line will be available for $29.99 each on mybasis.com in mid-December.

Availability
Peak is offered in two SKUS, Matte Black with black and red-accented silicone straps and Brushed Metal with a white and grey-accented silicone straps. Peak will be $199.99 in the U.S. and is available at Amazon.com, Best Buy, and select REI locations.

Both options will also be exclusively launched online and in-store at Best Buy and Future Shop in Canada and Amazon.co.uk in the UK in mid-December. International pricing will vary.

For more information, visit www.mybasis.com.

About Basis
Basis, an Intel company, makes advanced fitness and sleep trackers. The wrist-based trackers and mobile dashboard help people easily incorporate healthy habits into their daily routine. Basis leverages four types of sensors in its lightweight, customizable design to calculate steps taken, calories burned and sleep quality, as well as physiological metrics like heart rate. Basis' Body IQ technology automatically captures activities like walking, running and biking as well as sleep.

Intel, the Intel logo, Basis and Peak are trademarks of Intel Corporation in the U.S. and/or other countries.