

More than just a pedometer – New Beurer device gets couch potatoes moving

Keeping an eye on your action – Beurer's world premiere of AS50 activity sensor

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Ulm/Berlin, 4 September 2009 – Regular exercise should be part of everyday life. It bolsters your immune system, is an essential part of keeping you healthy and it's lots of fun. Experts say that 7,000-10,000* paces or 30* minutes of activity a day are ideal. At IFA, Beurer is presenting the perfect companion to help you record and check if you are getting enough exercise: the activity sensor AS50. The device is crafted in a timeless white design and gives you an insight into the number of paces you have taken, the length of activity and the calories you have burnt as a result. A three-step reward system indicates if you have had enough exercise for one day by displaying easy-to-understand symbols. By launching the activity sensor AS50 Beurer is clearly positioning itself at IFA as a specialist for health and well-being, while at the same time highlighting the interface between consumer electronics and the health/well-being sector.



Even if we all want to get more exercise in day-to-day life – take the stairs instead of the lift, walk instead of drive – actually making it happen is much easier if you can document that you are delivering on your best intentions and can in turn use this to stay motivated. The AS50 does just that and quickly morphs into your small, practical companion during the entire day. Thanks to a multi-dimensional acceleration sensor the device monitors activity and analyses the result at the end of the day. The following figures are calculated: Length of activity, paces, distance (using Easyfit Software), calorie consumption in kcal as well as fat metabolism. The AS50 offers a quick overview by differentiating into three categories outlining the level of activity:





User has already taken 3,333 paces or walked quickly for 10 minutes at a time.



User has already taken 6,666 paces or walked quickly for another 10 minutes at a time.



Target achieved, user has taken 10,000 paces or walked quickly for 30 minutes at a time.

The AS50 can either be strapped to the wrist and worn as a watch or attached to a belt with a clip, or simply put into trouser or shirt pockets. If you are keen to get more information than provided in the three activity levels at the end of the day, just plug the device into your home PC via a USB interface. The internal memory stores collected data for 14 days. After transferring data to your computer, you can use the Beurer software "Easyfit" to monitor activities in the longer-term. This feature gives you the chance to plan and manage your workout schedule perfectly, providing a sound basis for comprehensive weight management.



"We are delighted to present the activity sensor AS50 to a larger audience at IFA. Health and well-being are key issues for people and as a manufacturer of electrical devices we offer attractive and forward-looking products which pick up on this development. The AS50 delivers perfectly on our commitment to provide everything from one single source: From prevention and monitoring to therapy – health and well-being are in safe hands with Beurer," comments Kerstin Kreuchauf, Marketing Head at Beurer.

About Beurer

Specialist health and wellbeing company Beurer was founded in 1919. The first company to manufacture heating pads in Germany, Beurer today offers a broadly based portfolio spanning electric blankets, heated pillows, underblankets, blood pressure and blood sugar monitors, body temperature thermometers, kitchen and personal scales, massage, therapy and beauty treatment products and pulse watches. The Ulm-based company operates a global distribution network extending throughout more than 80 countries, and currently has around 350 employees. Find out more at www.beurer-medical.de and www.beurer.de.

*according to: WHO, Catrine Tudor-Locke, David R. Bassett Jr.

