

EUROFIT SERIES: The world's first lifestyle watch to measure your ECG accurate heart rate without a chest strap.



**The watch that knows
your heart rate**

MOTIVA

MIO is the world's first watch to take an ECG-accurate heart rate without a chest strap. MIO also uses personal stats that make it easier than ever to get and stay in shape!

MOTIVA is a premium fitness tool. This watch is ideal for individuals with *lifestyle goals* who want the latest and greatest technologies and fashion trends. MOTIVA combines 3 key ingredients: Style, Function and Value. With its built in calorie counter and patented program, MOTIVA is equipped to revolutionize the way people manage their weight and their health over the long term.

MIO Motiva Features

- ✓ ECG accurate heart rate, without a chest strap
- ✓ Visual indicator of exertion level based on heart rate and personal data
- ✓ Percent of maximum heart rate display based on age and gender
- ✓ Multiple timers (5)
- ✓ Patented calorie management system allowing users to track calorie intake throughout the day and calories burned during exercise, against a daily calorie target
- ✓ Can be used for MIO's 3500 Calorie Countdown Program
- ✓ Full-featured sports watch including alarm, exercise timer, date and backlit display
- ✓ Water resistant to 30 meters
- ✓ User accessible battery hatch
- ✓ MIO's signature interchangeable watch band (other colors sold separately)
- ✓ **BONUS:** 1 Extra signature interchangeable watch band!
- ✓ **BONUS:** MioSENSE Guide to Healthy Living



Channels That Will Love This Product:

- 1) Full-line Sporting Goods
- 2) Catalog and Catalog/Store
- 3) Internet
- 4) Corporate Health & Wellness
- 5) Department Stores (Fitness Department)
- 6) Education
- 7) Fitness Clubs/ Gyms
- 8) Health & Fitness Specialty
- 9) Pharmacies

Our goal is to be relevant to people's lives.... not just their workouts. And while we're serious about inspiring and lifting people to new heights, our greatest wish is that we've simply reminded them to get out there, be active and have fun doing it.

Operating Modes

- Time & Date: Displays time, date, weekday and your name or initials
- Alarm: Settable daily alarm
- Net Calories In: Displays and records daily calorie intake to 9999 kcal; tracks net balance
- Exercise Timers: Count up, Count down, Count up with warm-up, Walk/Run, and Repeat
- Heart Rate Recovery: Measures and analyzes your cardiovascular fitness
- Resting Heart Rate: Measures and displays your resting heart rate
- MY MIO: User's settable personal data

Specs

- Maximum Readable Heart Rate: 230 BPM
- Minimum Readable Heart Rate: 40 BPM
- Minimum Target Daily Calorie Intake: 1200kcal for women; 1500kcal for men
- Maximum Exercise Timer Reading: 99:59:59
- Maximum Exercise Timer Cycle: 99
- Water Resistance: Up to 30 meters
- Battery Type: CR2032, or equivalent
- Battery Life: 12 months (frequent backlight use reduces battery life)
- Battery Hatch: Simplifies consumer battery replacement
- Temperature Range: -20 to 60°C (storage); 0 to 45°C (operating)

Extra Band Colors



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