Fitbit Expands Android Compatibility With Bluetooth Sync Support on 12 More Devices

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First and only activity trackers with Bluetooth 4.0 syncing on Android platform; Fitbit leads category with support for most mobile devices on both Android and iOS platforms

LAS VEGAS--(BUSINESS WIRE)--Fitbit, Inc., the leader in the fast-growing Connected Health and Fitness category, today announced its award-winning wireless activity and sleep trackers can now sync directly to 12 additional Android devices through the latest version of the Fitbit app. New devices include DROID MINI, DROID ULTRA, DROID MAXX, DROID RAZR M, DROID RAZR HD, DROID RAZR HD MAXX, HTC One, LG G2, Moto X, Nexus 4, Nexus 5 and Nexus 7.* These devices join the Samsung Galaxy S3, S4, Note II, Note III and Note 10.1, for which Fitbit has supported with Bluetooth syncing since early 2013.

“We continue to hire and retain best-in-class engineers that help keep us on the forefront of mobile device compatibility”

As the first and only company in the category to release an Android app, the first to offer Bluetooth 4.0 syncing for iOS devices, and the first and only to offer Bluetooth 4.0 syncing for 17 Android devices,** Fitbit leads the category in cross-platform device compatibility with support for the most mobile devices on both Android and iOS platforms. With Android smartphones pushing past 80-percent of the global market share,*** Fitbit continues to surge ahead of the competition by offering consumers the most device options for health and fitness tracking.

With direct syncing to the Fitbit app, you can see real-time activity stats from your Fitbit device, which tracks everything from steps taken, distance traveled, calories burned, active minutes and floors climbed to sleep quality. Stay motivated with simultaneous notifications, badges and leaderboards; cheer, taunt and direct message
friends throughout the day and reach your goals faster with a little friendly competition all on your Android device. With instant access to up-to-date data on your mobile device, it's easier than ever to make fitness part of your everyday lifestyle.

For added ease-of-use on Android devices, **Fitbit Flex™** and **Fitbit Force™** users can simply tap these NFC-enabled trackers to NFC-enabled phones to launch the Fitbit app.

“We continue to hire and retain best-in-class engineers that help keep us on the forefront of mobile device compatibility,” said James Park, CEO and Co-Founder of Fitbit. “Our goal is to add support for even more devices this year so customers can choose the smartphone they want to use to reach their health and fitness goals.”

The following Fitbit wireless activity trackers feature direct Bluetooth syncing:

- **Fitbit Force™**: A sleek, advanced, high-performance wireless activity and sleep-tracking wristband with an OLED display showing activity stats right on your wrist; tracks steps taken, distance traveled, calories burned, active minutes, stairs climbed and sleep ($129.95)
- **Fitbit Flex™**: A stylish activity and sleep-tracking wristband that offers a slim, minimalistic design for people that are goal-oriented and want more flexibility in accessorizing; tracks steps taken, distance traveled, calories burned, active minutes and sleep ($99.95)
- **Fitbit One™**: An advanced clip-based activity and sleep tracker that tracks steps taken, distance traveled, calories burned, stairs climbed and sleep ($99.95)
- **Fitbit Zip™**: A fun, simple clip-based activity tracker that tracks steps taken, distance traveled and calories burned ($59.95)

The latest **Fitbit app** is free and available now in the Google Play store, where Fitbit is the top downloaded app for connected fitness devices.

Visit the Fitbit CES booth (LVCC, South Hall 2 – #26307) to learn more about Android compatibility and explore the entire Fitbit line of health and fitness products.

* DROID devices are U.S. only; HTC, LG, Moto X and Nexus devices are international. Nexus 7 is the 2013 version.

**Fitbit's award-winning wireless activity and sleep trackers now sync directly to 17 Android devices:

1. DROID MINI
2.
10. Nexus 4
2. DROID ULTRA 11. Nexus 5
4. DROID RAZR M 13. Samsung Galaxy S3
5. DROID RAZR HD 14. Samsung Galaxy S4
6. DROID RAZR HD MAXX 15. Note II
7. HTC One 16. Note III
8. LG G2 17. Note 10.1
9. Moto X

***IDC November 2013 report

About Fitbit

Fitbit designs products and experiences that track everyday health and fitness, empowering and inspiring people to lead healthier, more active lives. As the leader in the fast-growing Connected Health & Fitness category, Fitbit’s diverse line of award-winning products includes the Fitbit Force and Fitbit Flex wristbands, Fitbit Zip and Fitbit One activity trackers, as well as the Fitbit Aria Wi-Fi Smart Scale. Fitbit products are carried in more than 20,000 North American retail stores, 30,000 stores around the globe, and sold internationally in 27 countries across Asia and Europe. Headquartered in San Francisco, Fitbit is privately held and funded by Foundry Group, Qualcomm Ventures, SAP Ventures, Softbank Capital, SoftTech VC and True Ventures. Fitbit®, Fitbit Flex™, Fitbit Force™, Fitbit One®, Fitbit Zip® and Aria® are trademarks or registered trademarks of Fitbit, Inc. in the United States and other countries. All other company, product names are trademarks or registered trademarks of their rightful owners.

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CONTACTS

Fitbit PR
Stephna May, 415-367-4102
pr@fitbit.com