

TECHNOLOGY MEETS ELEGANCE: WITHINGS ADDS SCANWATCH ROSE GOLD TO ITS PRODUCT RANGE

ScanWatch, the first hybrid smartwatch in Australia to combine medical-grade electrocardiogram, heart rate and oxygen saturation monitoring will soon be available in a brand-new Rose Gold design



With cardiovascular disease contributing to 26% of all deaths in Australia¹, Withings - pioneers of the digital health movement - has today announced the upcoming launch of the brand-new ScanWatch Rose Gold to its product line, to make looking after Aussies' health much simpler.

Many Australians mistakenly assume that heart disease mostly affects middle-aged men, however this is not the case. Australian women are more likely to die from heart disease than breast cancer, and this is partly because heart disease often goes undetected in women.²

In line with Withings' goal to continually focus on ways to bring health prevention closer to its users, the brand-new ScanWatch Rose Gold combines technology and design in a simple-to-use connected health device, so Aussies can feel empowered in making the best decisions for their health every day.

Maxime Dumont, ScanWatch Product Manager highlights: "The Withings ScanWatch is the world's most advanced health wearable, which continuously scans vital parameters to detect heart health conditions and improve overall sleep and fitness. We created an impactful health solution with ScanWatch, which can be worn every single day, to help make health monitoring and prevention much easier."

Developed by cardiologists and sleep experts, ScanWatch is the world's first clinically validated hybrid smartwatch to detect atrial fibrillation (AFib), overnight breathing disturbances and to measure oxygen saturation. Indeed, by recording heart rate periodically, ScanWatch sends a notification when an irregular heartbeat is detected and then will advise the user to record an electrocardiogram (ECG) to detect a potential atrial fibrillation.

ScanWatch also has the ability to track parameters such as steps, calories, elevation, workout routes (via in-app connected GPS) and can automatically recognise more than 30 daily activities such as walking, running, swimming and cycling. In addition, it offers Fitness Level assessments through an estimation of an indicator called VO2 Max, which measures the heart and muscles ability to convert oxygen into energy during physical exercise.

¹ [Australian Institute of Health and Welfare](#) - Cardiovascular Disease - 2020

² [Health Direct Australia](#) - Differences between heart disease in women and in men

“With the most common risk factors of heart disease affecting women being high cholesterol, a sedentary lifestyle, and being overweight³, Withings is here to support Aussie women and help them make better lifestyle choices over time,” Dumont continued. “Things like reducing stress, moving your body regularly and making healthy lifestyle choices i.e. quitting smoking, eating a balanced diet and making time for exercise, will all contribute to better looking after your health.”

All data collected by wearing the ScanWatch is automatically synced with the free Health Mate app which provides a detailed overview of the wearer’s usage. Health reports and ECG measurements can easily be shared with a doctor directly from the app too.

The Withings ScanWatch Rose Gold is scheduled for launch between late July and August 2021, with an RRP of \$499. For further product information head to <https://www.withings.com/au/en/scanwatch>.

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Notes to Editors

Availability

ScanWatch has been created to fit elegantly into anyone’s lives. Designed with a stainless steel case and durable sapphire glass watch face, it features a large digital display as well as easy navigation through a newly created crown dial. Additionally, ScanWatch is waterproof and features an exceptional battery life of up to 30 days. ScanWatch is available in Australia for \$499 (38mm and 42mm).

About Withings

Withings creates devices embedded in easy-to-use everyday objects that connect to apps and act as powerful daily health check-ups, as well as tools to help master long-term health goals. Founded by visionary innovators Eric Carreel and Cédric Hutchings in 2008, the Withings team of engineers, doctors, and health professionals invent the world’s most efficient devices to help track and analyse anyone’s vitals. The ecosystem range includes award-winning products across the health spectrum, including hybrid smartwatches and health trackers (Move, Move ECG, Steel, Steel HR, Steel HR Sport, Pulse HR), connected scales (Body Cardio, Body+, Body), blood pressure monitors (BPM Core and BPM Connect), and an advanced sleep system (Sleep Analyzer). Every piece of collected data comes to life in the free Health Mate app, where users can find coaching, motivation, and valuable insights to share with their doctors and shape key aspects of their health. Read more about Withings on [withings.com](https://www.withings.com).

³ [Australian Institute of Health and Welfare](#) - Cardiovascular disease in Australian women - 2019