

## Withings Hides Fitness Tracker in Analogue Watch

Written by Marco Attard  
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Connected health device maker Withings presents a piece of wearable electronics in fashionable disguise-- the Activité, a health tracker tucked inside a French-designed, Swiss-made analogue wristwatch.



Unlike the silicon bracelets making the majority of health trackers, the Activité features round chrome construction and a leather band. The only addition betraying its wearable electronics status is a second, smaller dial tucked in the bottom-right corner showing the user's fitness goals of the day.

The device tracks user movements via accelerometer, and Bluetooth LE connectivity pairs it with a (currently iPhone-only) Health Mate coach app to display fitness data such as steps made, calories burned and sleep patterns.

It also connects to the wider Withings device range such as the wireless scale and the Pulse sleep and step monitor.

Withings says a single watch battery powers the Activité for a single year before replacement, and the device is water resistant for up to 50m.

The Activité ships on Q3 2014 in either black or silver.

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