

## Activite: a smartwatch that fuses fashion and fitness

NEW YORK, USA: Smart gadget specialty firm Withings introduced a fashionable Swiss-made time piece that doubles as a fitness tracker.



The Activite smartwatch from Withings that looks good and monitors your health. Image: [Wearable Technology.Co](#)

The French company billed "Activite" as a chic watch with computing brains to track steps taken, calories burned, distance traveled, and sleep patterns.

"Our mission is to inspire health," Withings Chief Executive Cedric Hutchings said in a release.

Fitness has been a hotspot in the budding trend of wearable computers, with activity monitoring bracelets or pendants such as UP24 and Fitbit finding success in the market.

Consumer electronics companies such as Sony, Samsung, and LG have stepped up with smartwatches boasting fitness tracking capabilities.

Apple built a Health Kit into the newest version of the software for iPhones and iPads, adding fuel to rumors that the California company plans to release a smartwatch of its own.

"Activite" was created by designers in Paris in a spirit of what Withings called "reinterpreting classical time pieces."

It use Bluetooth connectivity to synchronise with Withing Health Mate applications on Apple smartphones or tablets.

Withings says that "Activite" will be priced at \$390 when it is released later this year.

Since being founded in 2009, the firm has become best known for a smart bathroom scale that lets people tap into powers of the Internet and lets smartphones keep track of their weight.

Source: AFP via I-Net Bridge

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