

UA HealthBox unveiled

LAS VEGAS, US: The UA HealthBox, a connected fitness system that measures, monitors, and manages the most important drivers of health and fitness including sleep, fitness, activity and nutrition, has been unveiled by HTC and Under Armour.







The UA HealthBox, designed and manufactured by HTC and powered by UA Record, includes a fitness band, heart rate monitor and a smart scale that all connect seamlessly with UA Record, providing insights that allow individuals to improve their health and fitness. The new UA Record is available for download from the [Google Play](#) store and [App Store](#).

With an HTC smartphone, or other Android or iOS smartphone, UA Record serves as the dashboard for daily activities that dictate how you feel. Following the same philosophy HTC takes when designing smartphones, UA HealthBox removes the barriers and complexity of technology with a simple to set up and easy to use system.

UA Band: designed to be worn all-day, every day. It tracks daily activity, workouts and sleep. All day activity capture allows you to set a daily goal and track progress on the band. UA Band utilises a seamless exterior shell with a display that is discreetly hidden under an outer layer allowing the technology to disappear when it is not in use. Designed with athletes in mind, the band offers an advanced workout mode with a display that stays on during the workout, as well as an LED that indicates heart rate zone when paired with UA Heart Rate. UA Band comes in black with a red textured underside to allow for moisture wicking.

UA Heart Rate: a compact heart rate monitor with an innovative micro snap technology designed to make it undetectable during workouts. The chest strap and removable sensor help individuals monitor intensity and train smarter. The UA Heart Rate was created to provide an accurate calculation of calories burned. Combined with the UA Record app, UA Heart Rate

allows you to customise your heart rate zones.

UA Scale: a beautifully crafted, Wi-Fi enabled scale with an iconic circular design. The scale utilises a sheet of glass with advanced conductive paint technology that enables weight and body fat percentage readings. The hidden LED display behind the glass makes technology invisible when not in use. The scale can support up to eight users and syncs with the UA Record app for individuals to view trends with weight as part of their overall dashboard. UA Scale comes in black with a red textured underside.

Because of its unique approach, UA HealthBox is intended to be an integral part of an individual's daily life, and as such the importance of design was paramount. UA HealthBox has been designed to unify the portfolio of products and the experience of using them.

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