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Wahoo Introduces Only Heart Rate Monitor That Measures Running Form

TICKR Run analyzes body motion and impact shocks to improve any athlete's form and efficiency

(Atlanta, GA – April 29, 2014) – Wahoo Fitness, the leader in fitness apps and products that take advantage of the power of smartphones, has introduced the world's only heart rate monitor with a motion sensor that provides real-time analysis of a runner's form. Called the TICKR Run, Wahoo's new heart rate monitor pairs with iOS and Android smartphones and other fitness devices and is for sale at wahoofitness.com and in specialty run retailers for \$79.99. TICKR Run can also be paired with over 50 of the most popular fitness apps including Runkeeper, Strava, MapMyFitness and Cyclemeter/Runmeter.

Using a triple axis motion sensor, TICKR Run contains an accelerometer that measures a runner's form in three planes: vertically, side-to-side and front-to-back. Those sensors and Wahoo's fitness app for iOS produce a measurement of each runner's form called Running Smoothness™. Developed exclusively by Wahoo, Running Smoothness is a sophisticated algorithm that assigns varying levels of importance to each axis and combines them into a single, easy-to-understand index. Running Smoothness measures running form and may help runners learn how to reduce impact and inefficient movements while running. Studies have shown that reduced impact is correlated with fewer common running injuries. Using Wahoo's app, runners can even track their Running Smoothness through their workout history to see improvements over long periods of time.

"No two runners are the same, so ideal running form is different from person to person. With TICKR Run, any athlete can use Wahoo's Running Smoothness index to make small adjustments in their form and see the effects of those changes immediately," says Chip Hawkins, CEO of Wahoo Fitness.

TICKR Run tracks heart rate and calories burned in real-time and provides data on stride rate, replacing a traditional foot pod. Most runners find increasing their turnover or cadence helps to improve their efficiency. TICKR Run measures vertical oscillation and ground contact time, which, in addition to Wahoo's proprietary Running Smoothness algorithms, gives any runner a 360° view into their running form. Because runners sometimes can't get outdoors to exercise, TICKR Run also features a Treadmill Mode for capturing speed and distance data from treadmill workouts.

ANT+ and BLE capable, TICKR Run easily connects to a range of smartphones and GPS watches. TICKR Run can also be used together with Wahoo's free BURN & BURST heart rate training plans that have been designed to optimize fat burn (the BURN) or improve speed and performance (the BURST). Available from the App Store on iPhone and iPad (and soon to be released for Android), BURN & BURST helps runners meet their goals. For more information on the science of BURN & BURST click [here](#).

To request additional information on the TICKR Run as well as all Wahoo products and technology, please contact PR representative Mark Riedy at 415.302.2923 or by email mark@trueoverdrive.com.

For more information on Wahoo Fitness, please visit <http://www.WahooFitness.com>

About Wahoo Fitness

Located in Atlanta, GA., Wahoo Fitness has created a full ecosystem of sensors and devices for the runner, cyclist or general fitness enthusiast. Wahoo Fitness's award winning line of Bluetooth Smart products include the KICKR indoor bike trainer, the world's first smartphone powered bike trainer, the RFLKT and RFLKT+ line of bike computers, the world's first smartphone connected bike computers, and the new TICKR family of chest-based wearables. The TICKR family, composed of the TICKR, TICKR Run and TICKR X, combine heart rate training with advanced motion analytics. Learn more about Wahoo's full line of products at www.wahoofitness.com.