



**CONTACT:** Sabrina Cook  
317.806.1425 x 10  
Sabrina@blastmedia.com

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**TANITA INTRODUCES PATENTED TRANSPARENT ELECTRODE  
TECHNOLOGY FOR BODY COMPOSITION MONITORS**

*New Development Allows Users to Monitor Body Composition  
On Clear Surfaces Without Visible Electrodes*

ARLINGTON HEIGHTS, IL (July 5, 2006) – Tanita Corporation, manufacturer of the world’s first body composition scale to the medical and consumer markets, today announces the latest revolution in home body composition monitoring – patented transparent electrodes. This technology breakthrough allows you to accurately monitor body composition on scale surfaces without any visible electrodes.

Unlike steel electrodes used in other models, Tanita’s patented transparent electrodes can not be seen by the naked eye, yet provide the same high level of accuracy and will not degrade over time. The new technology will be available on Tanita’s InnerScan® and co-branded Ironman® body composition monitors.

“This innovation will add to the aesthetic beauty of Tanita’s unique range of tempered glass designs,” said Beth Mackey, Tanita’s Director of Marketing. “Tanita continues to be the world leader in body composition analysis, and this unique technology only strengthens our position.”

Quality control is also a hallmark of the Tanita brand. Quality engineers in Japan found that, without proper application, transparent electrodes may degrade over time. Tanita has perfected the application of the transparent electrode technology in mass production so that the products are as durable as they are accurate.

All measurements are calculated by using the bioelectrical impedance analysis (BIA) method. BIA helps determine body composition by sending a low-level, safe electrical signal through the body. Muscle structure retains a high percentage of fluid and electrolytes and therefore acts as a conductor of the electrical signal. Adipose tissue (fat mass) retains a much lower percentage of fluid, and acts as a resistor. Tanita measures the strength and speed of the electrical signal passing through the body (impedance), which is unique to each person. Along with weight, height, gender and body type, the impedance value is entered into a scientifically validated body composition formula that provides body composition information quickly and accurately.

Tanita body composition monitors use the most advanced technology available to provide useful results not found anywhere else. Tanita's well-researched proprietary equations now include the following results: percent body fat and body water, muscle mass, bone mass, basal metabolic rate, metabolic age, visceral fat, daily caloric intake and physique rating. The two new models – Ironman® BC-549 and InnerScan® BC-551 show readings on a large, easy to read 2.25" LCD.

The two new body composition monitors featuring transparent electrodes are in addition to the current Ironman® and InnerScan® lines, giving a total of four models in each respective line. Both new models were made available to consumers in July of 2006 at [www.thecompetitiveedge.com](http://www.thecompetitiveedge.com). They retail for \$149.99 (BC-549) and \$139.99 (BC-551). All Tanita body composition monitors have been cleared by the U.S. Food and Drug Administration.

### **Tanita Corporation of America**

For over 60 years, Tanita has been a world leader in precision health monitors, with a strong presence in medical, education, fitness, commercial, and consumer markets. Tanita's performance, innovation and durability are trusted worldwide. Tanita's dedication to helping people enjoy healthier lives has led to the development of products that take innovative design one step further by providing added value and precision. For more information on Tanita and their products, visit [www.Tanita.com](http://www.Tanita.com).

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