



**FOR IMMEDIATE RELEASE**

**TANITA INTRODUCES RADIO WIRELESS  
SEGMENTAL BODY COMPOSITION**

*Provides Unprecedented Body Composition Analysis*

ARLINGTON HEIGHTS, IL (December 1, 2011) - Tanita Corporation, a global leader in precision electronic scales for over 60 years, introduces the world's first home-use radio wireless segmental body composition analyzer. The Tanita BC-1500 Ironman® radio wireless unit is an FDA cleared platform designed to help people monitor many aspects of their body to assess and track their fitness and health.

Never before has so much power and technology been placed in the hands of the consumer, up to 29 distinct body composition measurements are available on the BC-1500. This unique product not only provides full-body analysis but will also dissect the user into 5 body segments. Body fat and lean muscle tissue are provided for the trunk, left arm, right arm, left leg, and right leg. This is especially useful for anyone monitoring the balance of their conditioning or for those trying to build or rehabilitate a particular part of the body.

"The BC-1500 along with its accompanying free HealthyEdge Lite software is the perfect tool for any athlete looking to enhance their competitive edge", said Keith Erickson, Sales Manager, Tanita Corporation of America. "Measuring and tracking the

effects of your training and diet regime allow you to make educated decisions that will improve your performance”.

Tanita’s BC-1500 Ironman® builds upon Tanita’s very successful line-up of existing professional and consumer segmental body composition products. This new analyzer is designed with ANT+ radio wireless protocol, enabling measurements to be wirelessly transmitted to a computer, Apple device or Tanita remote display. The radio wireless protocol enables ultra low power applications ideal for fitness and health monitors and offers all the benefits of digital wireless communications with much lower power consumption than other wireless protocols. This provides secure and confidential transmission of the data while also providing powerful tracking ability. The BF-1500 platform features no visible display, as readings are automatically transmitted to remote display devices. This dynamic feature - the first of its kind - will allow for private readings and is perfect for anyone who wants to keep health and fitness levels private, making the BC-1500 the ultimate choice for discretion.

The Tanita BC-1500 Ironman will be packaged with Tanita’s HealthyEdge Lite software and an ANT+ USB stick, and is currently available at [www.TheCompetitiveEdge.com](http://www.TheCompetitiveEdge.com)

#### **Tanita Corporation of America**

Tanita has been a world leader in precision scales for over 60 years, and has 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).

#### **About Garmin**

Garmin Ltd. (Nasdaq: GRMN) is the global leader in satellite navigation. Since 1989, the Garmin group of companies has designed, manufactured, marketed and sold navigation, communication and information

devices and applications – most of which are enabled by GPS technology. Garmin's products serve automotive, mobile, wireless, outdoor recreation, marine, aviation, and OEM applications. Garmin Ltd. is incorporated in the Cayman Islands, and its principal subsidiaries are located in the United States, Taiwan and the United Kingdom. For more information, visit Garmin's virtual pressroom at [www.garmin.com/pressroom](http://www.garmin.com/pressroom) or contact the Media Relations department at 913-397-8200. Garmin is a registered trademark, ANT and ANT+ are trademarks and Garmin Connect is a service mark of Garmin Ltd. or its subsidiaries.

#### **About World Triathlon Corporation**

World Triathlon Corporation (WTC) is a Tampa-based company recognized for athletic excellence, distinguished events and quality products. The WTC portfolio includes Ironman, Ironman 70.3, 5150 Triathlon Series, Iron Girl and IronKids, which have a combined total of more than 180 events worldwide each year. Supported by partners including Timex, PowerBar, K-Swiss and TYR, Ironman is the No.1 user-based sports brand in the world and has been a respected name in triathlon since its inception in 1978.

###