



FOR IMMEDIATE RELEASE

TANITA SETS NEW STANDARD IN BODY COMPOSITION MONITORING

New FDA Cleared Analyzer with Enhanced Accuracy

ARLINGTON HEIGHTS, IL (January 1, 2015) – Tanita Corporation, a world leader in precision scales and body composition analyzers, introduces their **New DC-430U** Body Composition Analyzer. Monitoring the effectiveness of a weight loss or physical activity program has never been easier or more accurate. The DC-430U incorporates the very latest **Dual Frequency** bioelectric impedance analysis technology from industry leader Tanita. Dual frequency testing provides an additional level of accuracy to the body composition analysis process by providing essential data of a person’s intracellular and extracellular status. The DC-430U includes all the great features of many earlier models including calculations for fat, muscle, bone, and water mass. Along with visceral fat, BMR, and a unique metabolic age assessment.

The DC-430U is an FDA cleared 510(k) class 2 medical device, with a weighing capacity of 600 lb (270 kg) and **auto calibrates** before each and every analysis, ensuring optimum reproducibility of measurements. It uses BIA (Bioelectrical Impedance Analysis) technology, which sends safe, low-level electrical signals from footplates through the body. BIA is quick and non-invasive, and is one of the most thorough and reliable ways to measure body composition, clinically comparable to DEXA (dual-energy x-ray absorptiometry). A body composition analysis using the DC-430U will provide a base to start from and each subsequent reading can be used for long term assessments and progress reports. This will assess the effectiveness of any weight loss or physical activity program. It also demonstrates the importance of looking beyond BMI or weight only that cannot show changes in body composition as muscle increases and fat decreases.

The versatility of the new DC-430U allows it to be used for many applications. Weight loss & fitness settings, clinics & hospitals, research & university institutes, all can benefit from its unique FDA cleared technology. The DC-430U includes an exclusive kid’s body fat analysis and judgment mode as well as a mode for high school and collegiate wrestlers that will predetermine minimum wrestling weight. Using the USB or RS-232 data interface, users are able to program the DC-430U remotely as well as output the data for EMR applications. When paired with Tanita Health Ware™ Software (sold separately), users are given the ability to scrutinize and graph the data, dissecting and contrasting body composition measurements to reveal genuine health and fitness levels.

The DC-430U is powered by an AC adapter (included) and comes with a 3-year warranty. Call for pricing 866-859-3343 www.thecompetitiveedge.com.

About Tanita

Founded in 1923, Tanita Corporation is an ethical healthcare product manufacturer. The Company's core objective is to research and bring to market technologies that facilitate health monitoring, both for professionals and for the health-conscious public.

Today, Tanita is a world leader in the field of Precision Electronic Scales and Body Composition Analyzers. Tanita has proven its superior technology, unique design and high manufacturing standards; earning ISO 9001:2008 certification, CE marking, NAWI Class III, MDD IIa, membership of the JQA (Japanese Quality Association) and FDA clearance.

The Company's international headquarters are located in Tokyo, Japan, with manufacturing facilities in Japan and China. It also maintains sister companies in the USA, China, India, Hong Kong and Europe.

After building a highly successful business manufacturing bathroom scales, Tanita focused its developmental research on the links between weight and health. Following extensive research to establish the relationship between excess body fat, heart disease, diabetes and certain cancers; Tanita introduced the world's first Integrated Body Fat Scale to medical research professionals in 1992. Using this same technology, Tanita then developed the world's first Body Fat Monitor Scale for personal use in 1994.

Over the years, Tanita's accuracy, innovation and durability has set the gold standard for Bio-electrical Impedance Analysis (BIA) scales and monitors. Backed by extensive clinical research and a Medical Advisory Board of independent world class researchers and consultants, its products are trusted by physicians, clinicians, sports scientists and health and fitness experts worldwide.

What is Bio-electrical Impedance Analysis?

Bio-electrical Impedance Analysis (BIA) measures body composition by sending a safe, low level electrical signal through the body via the footplate and hand electrodes on your Body Composition Monitor. The signal passes freely through fluids in muscle and other body tissues but meets resistance when it passes through fat, which contains little fluid. This resistance is called 'impedance'. The data is used, along with gender, height and weight to calculate body composition. Tanita BIA technology is clinically validated against the Gold Standard DXA and proven to be highly accurate.

How does BMI differ to BIA?

Body Mass Index (BMI) is the simplest and most common method of determining if someone is the correct weight for their height. The method, though widely used, does not show changes in lean muscle and fat over time and can therefore be highly inaccurate for anyone leading a healthy active lifestyle. BMI is calculated by dividing weight (kilograms) by height squared (meters).

For more information on Tanita and their products, visit www.Tanita.com.