



FOR IMMEDIATE RELEASE

TANITA SETS NEW STANDARD IN BODY COMPOSITION MONITORING

New FDA Cleared Analyzer with Enhanced Capability

ARLINGTON HEIGHTS, IL (May 1, 2014) – Tanita Corporation, a world leader in precision scales and body composition analyzers, introduces their MC-780U Body Composition Analyzer. Monitoring the effectiveness of a weight loss or physical activity program has never been easier or more accurate. The MC-780U uses the very latest multi-frequency technology to record a comprehensive range of measurements in just 35 seconds, from segmental fat and muscle mass to basal metabolic rate, visceral fat levels, phase angle and intra/extra cellular body water.

The MC-780U 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 a safe, low-level electrical signal from footplate and hand electrodes through the body. BIA is quick and non-invasive, and one of the most thorough and reliable ways to measure body composition, clinically comparable to DEXA (dual-energy x-ray absorptiometry) and hydrostatic (underwater) weighing.

All results are shown on an easy-to-read, extra-large LCD display console that can be reversed for confidential readings with children, or when very obese clients are using the scale, and a full consultation sheet can be printed automatically for review. A body composition analysis 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 MC-780U has a built-in SD card facility that can store over 10,000 readings on a 2GB SD card, and allows data to be automatically collected and downloaded. The data can also be exported directly to PC using either the USB or RS-232 output, or wirelessly transferred using a Tanita WA-232 adapter (sold separately), for fast and easy integration into EMR or other health and fitness software. When used with Tanita Health Ware™ Software (sold separately) the capability of the MC-780U is expanded to over 30 unique readings of body composition. This software also provides extensive analysis, graphing, and printing of data; giving health and fitness consultant's unmatched detail in helping their clients achieve their goals.

The MC-780U 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. With global sales of more than 25 million units, 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 low, safe 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.