FOR IMMEDIATE RELEASE

TANITA HEAT INDEX METER

Innovative Device Evaluates Safe Levels of Physical Exertion When Outdoors

ARLINGTON HEIGHTS, IL (October 1, 2015) – Tanita Corporation, a world leader in precision health and fitness monitoring products, introduces a unique heat stress device. The new Tanita **TT-563** uses WetBulb Globe Temperature technology to help users in warmer climates better understand the effects of temperature on their body when working or exercising outdoors.

The heat index used by the U.S. National Weather Service is a measure of perceived heat using air temperature and relative humidity, but it does not account for the effects of solar radiation. When working or exercising in direct sunlight, the effect on the human body can be much more significant. The WetBulb Globe Temperature (WBGT) method is an analysis of heat stress in direct sunlight, which takes into account: temperature, humidity, wind speed, sun angle and cloud cover (solar radiation). If you work or exercise in direct sunlight, this is an important value to monitor. Many military organizations, OSHA, school districts, and state agencies use WBGT as a guide to managing workload in direct sunlight.

The **TT-563** incorporates a solar radiation sensor, thermometer, and humidity gauge in a convenient and easy to use package. The small hand-held design can be carried on your body or attached to a rigid fixture (tripod). Simply place the **TT-563** in direct sunlight, results are displayed in real time, with programmable audible alarms. Monitoring solar radiation, temperature, and humidity is important, as they can be contributing factors to heat exhaustion and heat stroke. Establishing WBGT guidelines that dictate modifications in activity (work/rest ratios, hydration breaks, equipment worn, and length of activity) at given WBGT temperatures is essential.

The **TT-563** is powered by 1 CR2032 battery (included) which will last up to 1 year, it comes with several convenient attachment accessories, and has a 1-year warranty. For more information: 847-640-9241 www.tanita.com. For pricing: 866-859-3343 www.thecompetitiveedge.com.

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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 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 Bioelectrical 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 & fitness experts worldwide.

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