



FOR IMMEDIATE RELEASE

TANITA LAUNCHES BEST-IN-CLASS PHYSICIANS SCALES

High Capacity and Oversized Platforms

ARLINGTON HEIGHTS, IL (April 1, 2015) – Tanita Corporation, a world leader in precision scales and body composition analyzers, introduces their New and Improved WB-800*plus* series of professional weight scales. With an industry leading **660 lb (300 kg)** capacity these scales are incredibly durable, yet portable. Each has a built-in BMI (Body Mass Index) function, improving efficiency and reducing calculation errors. Available in three configurations – portable, with a column mounted display, or with an integrated height rod, they're ideally suited for any busy hospital, clinic, spa, gym, club, or school.

Tanita is well known for manufacturing high precision weighing scales, and the **New WB-800*plus*** series are perfect for those instances where absolute measurement of weight gain or loss is a necessity. All feature an extended weight capacity and **oversized low-profile platform**, with instant-on activation of digital weight and BMI. The large platform, nearly 250 square inches of surface area, coupled with a low step-up height under 2 inches make it an ideal scale for bariatric, geriatric, and acute care applications. And the heavy gauge steel frame construction under the rugged ABS plastic platform is designed to provide years of accurate measurements.

WB-800*Splus* – Separate digital display and movable platform makes this product perfect for those patients requiring a little more room, such as pregnant moms and larger patients. Compact design also provide a great portable scale solution.

WB-800*Pplus* – Display is mounted at chest level for ease of viewing and create a more professional appearance. Easy-to-read LCD rotates to provide confidentiality of readings. Castors on the base of the platform make moving from room to room effortless.

WB-800*Hplus* – An integrated stadiometer on the column mounted display is added to provide efficient measurement of height, suitable for both children and adults. This model also includes a rotating display, and platform castors for mobility.

All versions feature both **USB** and **RS-232 outputs**, providing simple integration protocols for EMR and other external record keeping software. Options include radio wireless data transmission using Tanita's WA-232 adapter, and Tanita HealthWare software for analysis and graphing of scale measurements.

The WB-800*plus* series are powered either using batteries, or the supplied AC adapter, all come 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 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.

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