

# Media Kit

## HIGHLIGHT

*4iii Goes for Gold at Interbike 2018*

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# Media Release

FOR IMMEDIATE RELEASE

## ***Podium PRECISION Powermeter Now Available in Ride Ready Options***

Reno, NV., U.S.A (Sept. 18, 2018)- 4iiii Innovations Inc announces the much anticipated Ride Ready offering of **Podium PRECISION** powermeters at Interbike 2018, the largest annual industry bike show in North America.

**Podium**, the rechargeable, low profile offering in the PRECISION product family is now available and shipping on Shimano Dura-Ace, Ultegra and 105 non-drive side crank arms. Previously only available as a Factory Install option on user supplied cranks, **Podium** now joins the **PRECISION** Ride Ready lineup online and in stores worldwide.

At just 7.5 grams, **Podium** shares the same lightweight, accurate, waterproof and extremely durable features that cyclists have come to expect from **4iiii**, and is compatible with other **PRECISION** Powermeters to complete dual configurations. **Podium** Ride Ready is available starting at \$399.99 for the 105, \$499.99 for Ultegra and \$599.99 for Dura-Ace in US dollars.

"The **Podium** platform shows our commitment to building innovative products with our customers' needs in mind. Being rechargeable, **Podium** removes the need to change batteries and the low profile fits discreetly and protected behind the chainring." says Product Manager, Scott Cooper, Ph.D.

For those looking for the best powermeter to be installed on their own crank, 4iiii offers its custom Factory Install program with compatibility options including SRAM, Campagnolo, FSA and many more. 4iiii supports powermeter installation on alloy and carbon cranks maintaining an accuracy of +/-1% on the products delivered. **Podium** is designed to support a full suite of dual compatibility which gives the customer more flexibility to choose single or dual to support their training needs. A full list of Factory Install compatible cranks can be found at <https://4iiii.com/support/software-and-documentation/>

Ride Ready **Podium PRECISION** Powermeters will be launched at Interbike 2018 in Reno, Nevada and will be available for customer purchase immediately.

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**4iiii Innovations**, based in Cochrane, Alberta, Canada, develops highly accurate and easily accessed data delivery products for elite and casual athletes to help them reach their sport performance goals.

**For more information please contact:** Michaela Brownlee, Director of Brand, 778-679-8552, PR@4iiii.com

# Background

## 4iiii Innovations

4iiii is a global, Canada-based leader providing accurate, lightweight and consistently reliable sports electronics to both OEM and retail markets. The 4iiii family of products is redefining the Gold Standard with accuracy within +/- 1%. **PRECISION** and **Podium** Powermeters, **Viiiva** Heart Rate Monitors and the 4iiii app leverage technology to enhance training and improve the athletic performance of both recreational and professional athletes.

*Smarter.*

*Faster.*

*Safer.*

[4iiii.com](http://4iiii.com)





Facebook Image Size: 1200x628 [Click Here!](#)

## *4iiii Goes for Gold at Interbike*

The Canadian company is redefining the Gold Standard in power meters at Interbike 2018. Fully waterproof PRECISION continues to be the lightest and most reliable power meter on the market. 4iiii also announces greatly expanded crank compatibility that will make PRECISION power meter technology available to a majority of cyclists in disciplines from road and mountain biking to triathlon and indoor cycling. Proprietary PRECISION 3D technology measures 3-axis loading to deliver unprecedented accuracy measured in watts. 4iiii brings years of experience with top World Tour cycling teams to the training programs of recreational and competition cyclists at all levels.

#PoweredBy4iiii  
#interbike2018



Instagram Image Size: 1200x1200 [Click Here!](#)

# Product Family

## Podiiium

A true breakaway in powermeter technology, dual-side PRECISION *Podiiium* brings extensive crank compatibility and World Tour accuracy to a rechargeable, lightweight and low profile powermeter. PRECISION *Podiiium* puts dual-side function within reach of a single-side budget.



## PRECISION PRO

Ridden by the pros, PRECISION PRO dual-side powermeters deliver all the benefits of our left-side model (exceptional accuracy, lightweight design, ANT+ and Bluetooth compatibility, 3D powermeter technology), plus a specific breakdown of left and right wattage. Perfect for those who need specific power output from each crank side, or anyone who simply wants the best powermeter on the market.



## PRECISION

Whether you're a pro or simply training hard, PRECISION powermeters deliver industry-leading power accuracy, highly dependable cadence data, 3D powermeter technology capable of measuring tri-axial strain on your crank arm. Designed to be durable, water tight, accurate and light weight, compatible with ANT+ and Bluetooth head units. PRECISION helps you train smarter, faster, safer.



## Fiiit

*Fiiit* Precision Powermeter provides indoor riders with the same power gauge technology used by professional teams and outdoor cyclists around the globe.



## Viiiiva

Trusted by pros and enthusiasts alike, *Viiiiva* heart rate monitors are 10X more sensitive than most heart rate monitors, 5X more responsive, use advanced beat-to-beat measurement, and can store up to 65 hours of data. They also collect and transfer data from other ANT+ products via Bluetooth to iOS or Android device. *Viiiiva* products are comfortable and easy to wear, featuring a soft, flexible strap for a perfect fit. They also collect data from other ANT+ sensors and bridges that information via BLE to your iOS or Android devices.



# Contact

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## Social Hashtags

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REDEFINING THE  
**GOLD**  
STANDARD

