



## **MEDIA KIT**

***Highlight:*** The 4iiii Powermeter That Finds Your Bike



FOR IMMEDIATE RELEASE: APRIL 2, 2019

## *The 4iiii Powermeter That Finds Your Bike*

**4iiii** and **Chipolo** team up to bring the world's first integrated **bike tracking feature** embedded in the world's lightest, most accurate powermeter.

Monterey, California, U.S.A (April 2, 2019) - *4iiii Innovations Inc.*, together with Chipolo d.o.o., announce their next cutting-edge innovation, a free bike tracking feature to be integrated onto a bike which can be experienced at the 2019 Sea Otter Classic. Chipolo tracking is now offered as a standard feature in the *4iiii* PRECISION Powermeter family.

*"At 4iiii, we continue with our commitment to add value to our products long after they have been purchased and we strive to protect the investment of our Triiibe"* says Eric Gerstenbuher, *4iiii* Managing Director. Effective **April 10th**, all models in the *4iiii* PRECISION family of powermeters, including PRECISION and *Podium* models, will be empowered to find your bike, fight theft, and grow the tracking network.

*"...I think the concept is fascinating. No, this won't stop a thief from stealing your bike (likely out of your home or perhaps while you have a coffee at a café post-ride), but it will give you one more tool in your arsenal for getting back your bike. And I could see if you were looking at similar power meters options...this could push you over the edge towards 4iiii."* – DC Rainmaker, CES, 2019.

The tracking functionality will show the last known location of your bike within the refreshed *4iiii* app. To activate the tracking for a lost bike, riders will mark the powermeter as 'lost', then, any *4iiii* or Chipolo apps on a smartphone in Bluetooth® range, will unobtrusively 'ping' the powermeter on the bike. When a phone successfully communicates with the lost bike it will send this location to the owner.

*"Our mission is to give every product the power to be found. And with integrating Chipolo technology into the 4iiii Powermeter we are going one step forward. Chipolo is now available to integrators through the obvious. app store to integrate into many diverse products."* said Chipolo CTO, Jure Zdovc.

The refreshed *4iiii* app leverages the **obvious.** platform allowing *4iiii* to release future-proofed products that accept new features and functionality by enabling riders to simply upgrade their current product. In addition to the tracking capability, the *4iiii* app will continue to offer powermeter pairing and unpairing, work-out metrics, *Viiiiva* passthrough and filesave, over the air updates, customization of devices and more. The refreshed app is currently available as iOS only, but will be released via Android in the near future. The new Chipolo tracking feature will work on all previously purchased *4iiii* Powermeters.

The Chipolo **tracking feature** on *4iiii* Powermeters is enabled via the refreshed *4iiii* app which will be available through the iOS App Store on **April 10th** to all *4iiii* customers, present and future, at no cost.

-30-

For more information or interviews, please contact:

Kimberly Schribar, PR Relations

+1.780.940.7329 • [kimberly@4iiii.com](mailto:kimberly@4iiii.com)



# Company Backgrounds



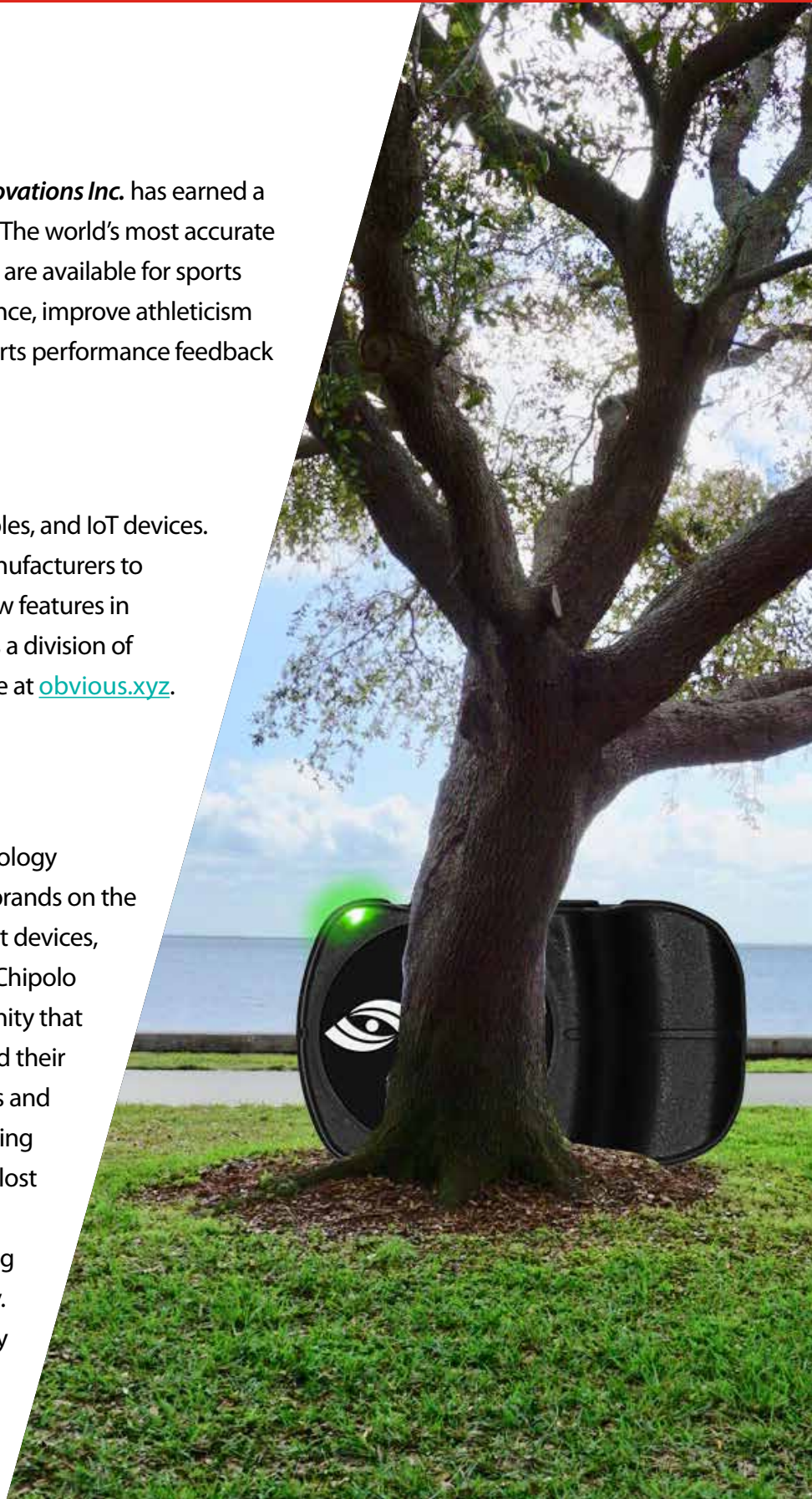
Based in Cochrane, Alberta, Canada, **4iiii Innovations Inc.** has earned a global reputation for technology leadership. The world's most accurate powermeters, heart rate monitors and more, are available for sports enthusiasts of all types to increase performance, improve athleticism and fun. Visit [4iiii.com](http://4iiii.com) to get the latest in sports performance feedback products.

## obvious.

**obvious.** is the app store for sensors, wearables, and IoT devices. We provide the platform that empowers manufacturers to leverage their existing devices to provide new features in exchange for additional revenue. **obvious.** is a division of **4iiii Innovations Inc.**, and can be found online at [obvious.xyz](http://obvious.xyz).

## chipolo

Chipolo is an innovative multinational technology company, recognized as one of the leading brands on the Bluetooth tracker market. With Chipolo smart devices, people can connect their belongings to the Chipolo app and from there on into a global community that is also open to external business partners and their products. Present in more than 200 countries and growing rapidly, the company is revolutionizing the way people look for their misplaced and lost belongings. Chipolo strongly believes in the power of its community and is already finding more than 50,000 misplaced items every day. With an exponentially growing network, they are paving the way to a world where we find everything together. [chipolo.net](http://chipolo.net)



## 4iiii introduces powermeter tracking at Sea Otter 2019

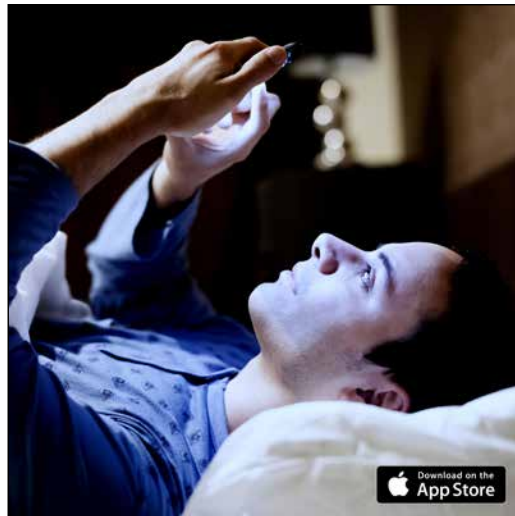
4iiii is now adding theft protection to power at Sea Otter 2019. Attendees will be invited to download the newly updated **4iiii app** and activate the industry-exclusive tracking feature to join the search for one of 10 powermeters to be won each day of the event. The tracking feature is offered **FREE** and activated by marking the named powermeter as 'lost.' Any 4iiii or **Chipolo** user's smartphone in Bluetooth® range will 'ping' the powermeter location.

[Click here](#) to download our social assets and use the post copy below.

Part Powermeter. Part Bloodhound.

4iiii introduces the first powermeters with embedded anti-theft tracking. Visit Sea Otter Booth B101 to join the search.

[#Poweredby4iiii](#) [#SearchOtter](#)



It's 3AM. Do you know where your bike is?

Every 4iiii Powermeter comes with comes with Chipolo embedded anti-theft tracking. If your bike goes missing, a global search team will set out to find it.

[#Poweredby4iiii](#)

[#SearchOtter](#)

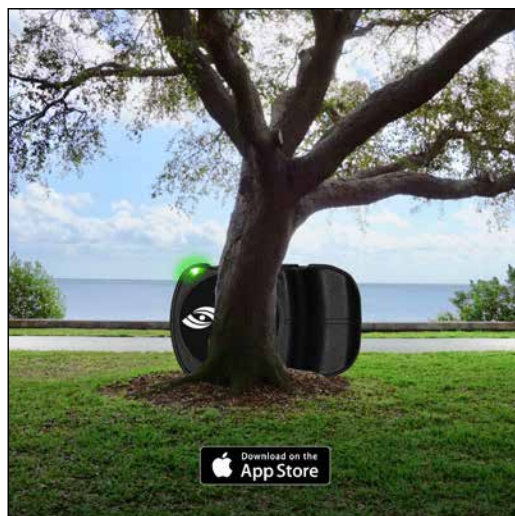


Power plus protection.

The first powermeters with embedded anti-theft tracking by Chipolo.

[#Poweredby4iiii](#)

[#SearchOtter](#)



Powermeters that play hide and seek.

[#Poweredby4iiii](#)

[#SearchOtter](#)

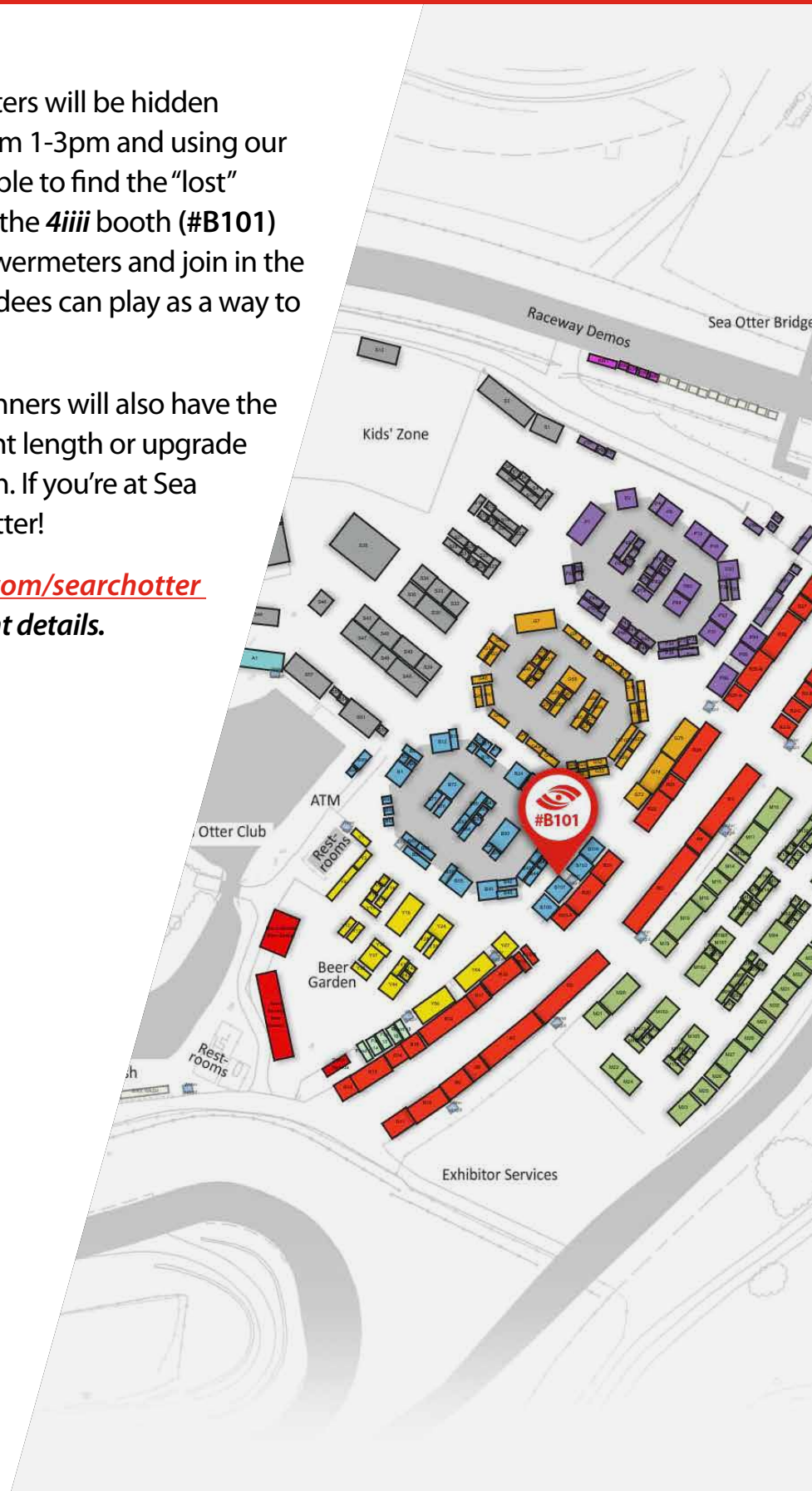


# Search Otter Contest

From April 11-13, 2019, **4iiii** Powermeters will be hidden throughout the Sea Otter grounds from 1-3pm and using our tracking feature, participants will be able to find the “lost” powermeters. When participants visit the **4iiii** booth (#B101) they will be assigned one of these powermeters and join in the search. An unlimited amount of attendees can play as a way to showcase our updated **4iiii** iOS App.

With 30 powermeters to be found, winners will also have the opportunity to exchange for a different length or upgrade with a 15% discount back at our booth. If you're at Sea Otter, be sure to take part in Search Otter!

Learn more about the contest at [4iiii.com/searchotter](http://4iiii.com/searchotter) and visit [seaotterclassic.com](http://seaotterclassic.com) for event details.



# Product Family

## PRECISION

**PRECISION** Powermeters utilize 3D strain gauge technology to deliver industry leading power accuracy and dependable cadence data that is trusted by the World Tour. This performance comes in a lightweight, waterproof powermeter with active temperature compensation and is compatible with ANT+ and Bluetooth® head units. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## Podiumium

A breakaway in powermeter technology, **Podiumium** extends the crank compatibility of our **PRECISION** technology in a rechargeable powermeter device that is low profile, lightweight, fully waterproof and compensates for changes in temperature. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## PRECISION PRO

**PRECISION PRO** dual-side powermeters deliver all the benefits of our single-side model plus a breakdown of left and right wattage. Designed for those who are looking to integrate individual leg power output into their training or who simply want the best powermeter on the market. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## Podiumium Pro

**Podiumium Pro** puts dual-side function, 3D strain gauge technology, durable waterproof construction and all the other industry-leading features of **Podiumium** within reach of a single-side budget. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## Fiiiit

**Fiiiit** Powermeters provide accurate power and cadence data for stationary bicycles, while providing an extended battery life for commercial gym environments. **Fiiiit** works with ANT+ enabled watches as well as Bluetooth® or ANT+ enabled phones and cycling computers. Temperature sensors inside allow the power measurement to be compensated in real time.



## Viiiiva

Compact, lightweight and comfortable to wear, **Viiiiva** is the most accurate, responsive and full-featured heart rate monitor available to athletes in a wide range of sports. **Viiiiva** technology provides a seamless bridge between other ANT+ products and iOS and Android smartphones and stores up to 60 hours of data to help monitor an athlete's training.



***Kimberly Schribar***  
***Marketing & Communications Manager***

📞 +1 800.218.3095 ext. 243

☎ +1 780.940.7329

kimberly@4iiii.com

4iiii.com



***#PoweredBy4iiii #SearchOtter***

***4iiii.com***    

***4iiii Innovations Inc.***

141 2 Ave E

Cochrane, Alberta

T4C 2B9