

## -New Product Information Sheet-

Specifications subject to change  
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### Name: **Walking style III**

4 different trend colours  
(Successor of HJ-113)



**HJ-203-EK** (black)  
**HJ-203-ED** (orange)  
**HJ-203-EV** (violet)  
**HJ-203-EG** (green)



The new Walking style III combines the well established 2 dimensional sensor technology with a new slim design and the unique feature "EVENT MODE".

It will enable to measure self defined walking events separately and helps the user to improve their walking skills. It is easy to use due to its slim and light design.

#### **Target group:**

The ANTI AGING:

Their target is to get old while healthy. They prepare themselves for the last third of their lives. Most of them are above 55, also known as generation silver. They do walking exercises to maintain physical strength and to prevent diseases. Most buying decision is done by the women.

The BEAUTIFUL LOOKING:

Their target is to stay beautiful and good in shape. They prefer not to exercise hard. Being healthy inside and fashion plays a key role in their life.

**The new stepcounters Walking style III will replace the Walking style II (all colours of HJ-113-E).**

**Walking style II will discontinue in August 2010.**

**Launch of the new Walking style III will be July 2010.**

## Feature advantage benefit overview:

The new product range will come with nearly the same features like the HJ-113 but additional EVENT MODE and a lighter and more modern product design.

Feature	Advantage	Benefit
2 DIMENSION SENSOR	The device detects the activity in two different dimensions	Flexible and universal use. It can be carried under self defined conditions (fixed at hips, in pockets and bags)
ACTIVITY MODE	By pressing the button the user starts a separate event measurement. It will measure steps, distance, kcal and burned fat until the user stops the activity mode	The user can see all values/measurements of his self defined events separately
SLIM DESIGN	Slim and light device	Easy to store, for example in trouser pockets and handbags
STEPS	Displays the daily steps that has been taken	Motivates people to walk more steps on the next day
DISTANCE	Displays the daily distance that has been taken	Gives feedback how many kilometres the user has walked
KCAL	Displays the daily additional energy consumption that has been burned while walking	Helps to restrict the calories taken in to set a diet
BURNED FAT	Displays the daily fat burned per gram	User will see how many fat they have burned during the whole day or the self defined event
Memory 7 days	Stores the last 7 days values	Helps to track your activities
CLOCK	Displays time in 12 and 24 hour mode	At any time user can see what time it is or when they have started the self defined walking event
STRAP	The user can fix his device almost everywhere	Avoid losing while the device is in use



- Activity mode – tracks your events separately
- Kcal burned – shows the additional burned energy consumption for one day
- Fat burned – shows the burned fat for one day in grams
- Extra slim design
- Two dimension sensor
- Memory 7 days
- Daily steps / clock / distance

## Comparison with Omron STC Models

(Table product portfolio STC)

Name	Jog style	Walking style DFO	Walking style X	Walking style II	Walking style III	Walking style one	Vital Steps
Model	HJA-300	HJ-720IT-E	HJ-304-E	HJ113-E	HJ-203	HJ-152-E	HJ-005-E
Channels	Sport stores and w/w/v	Dr/Nutritionist/studies	Sport Stores, w/w/v, PH	Pharma	Sport Stores, w/w/v, Re	Pharmacies, Medical Stc	all channel promotion
target group	Sports-Diet Sports-Enjoy	Metabolic Sports-Enjoy	Sports-Diet	A	Beautiful looking Anti-aging	Beautiful looking	
TP1	8.66	11.92	8.68	6.47	4.29	4.29	
CP required OHG	16.80	17.37	12.65	0.00	9.80	6.97	
PPH required OHG	59.99	49.99	44.99	4.99	34.99	24.99	
CP required for OHG	16.80	17.37	12.65	0.00	10.00	6.97	3.50
Margin							
PPH required for OHG	59.99	49.99	44.99	4.99	34.99	24.99	9.95
Picture							
technology	3-dimensional, micro electro mechanical system	2-dimensional, piezo electro	3-dimensional, micro electro mechanical system	2-dimensional, piezo electro	2-dimensional, piezo electro	1-dimensional, piezo electro	1-dimensional pendel
Colour	black & yellow colour	as pictured	as pictured	black & yellow	black, purple, orange, yellowgreen	black, purple, orange, yellowgreen	transparent/blue
jogging mode	■						
Exercise units			■				
workout time	■						
workout distance	■						
workout KCAL	■						
average speed	■						
24/7 target coach			■				
MET indicator			■				
Action mode			■		■		
counts steps	■	■	■		■	■	■
additional calories burned	■ incl. jogging	■	■		■	■	
burned fat	■	■			■		
memory	7 days	7 days (41 days to PC)	4 weeks (weekly Ex units) 7days (steps, calories, km)		7 days	7 days	
aerobic mode		■				■	
24 hour clock	■	■	■		■	■	
distance display		■	■		■	■	
pocketable	■	■	■	■	■	■	
belt clip	■	■	■	■	■	■	■
software • USB cable		■					
strap	■	■	■	■	■	■	

Discontinuation August 2010

### Package Example:

We will have:

Standard cardboard packaging (NEW), same size like HJ-304-E, HJ-113-E. Can be also used in our STC counter display PM\_855.

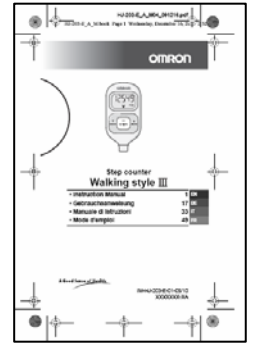
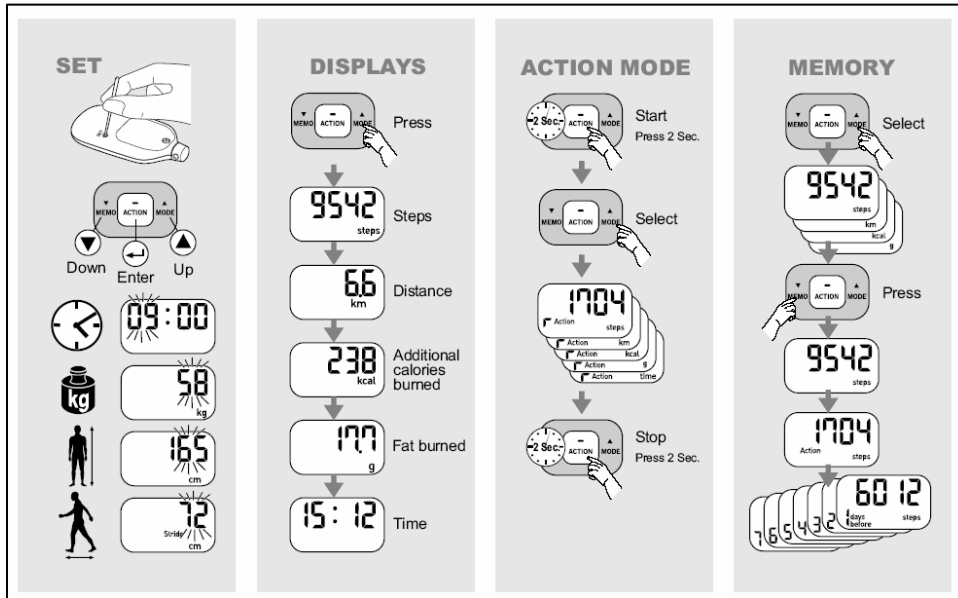
### Instruction Manual Layout Example:

We will have:

1. Quick guide (NEW)
2. Standard manual

## Quick user guide, instruction manual and sample packaging:

Please note that we will have for each colour an own packaging design. Below you will find the black Walking style III packaging design.



**EN** • Activity mode – tracks your events separately • Kcal burned – shows the additional burned energy consumption for one day • Fat burned – shows the burned fat for one day in grams • Extra slim design • Two-dimensional sensor • Daily steps / clock / distance • Memory 7 days • Infrared Battery and Strap

**FR** • Mode activité – enregistre vos sessions séparément • Kcal brûlés – affiche la consommation d'énergie supplémentaire de la journée • Gras brûlé – indique la quantité de graisse brûlée en grammes pendant la journée • Cadres extra-fin • Capteur 2D bidimensionnel • Nombre de pas/jour • Horloge • Distance • Mémoire 7 jours • Pile et sangle en caoutchouc incluses

**DE** • Aktivitätsmodus – verfolgt Ihre Aktivitäten in Einzelheiten • Kalorienverbrauch – zeigt den zusätzlichen Energieverbrauch eines Tages an • Fettverbrauch – zeigt den Fettverbrauch in Gramm an • Extraslimmes Design • Zweidimensionaler Sensor • Tägliche Schritte / Uhrzeit / Strecke • 7-Tage-Speicher • Batterie und Band enthalten

**ES** • Modo actividad registra sus sesiones de caminata por separado • Kcal consumidas muestra el consumo adicional de energía en día • Grasa quemada muestra la cantidad de grasa quemada en un día en gramos • Diseño ultra-fino • Sensor bidimensional • Pasa días: pasos / hora • Memoria de 7 días • Pila y cinta incluidas

**IT** • Modality Action: memorizza le tue attività separatamente • Kcal bruciate: indica l'energia supplementare bruciata nel corso della giornata • Grassi bruciati: indica la quantità in grammi di grasso bruciato nel corso di una giornata • Design ultra sottile • Sensore bidimensionale • Pila e sbracciale nel corso di una giornata • Memoria per 7 giorni • Batteria e cinghietta in dotazione

**RU** • Активность: регистрирует отдельные сеансы ходьбы • Калории сожжены: показывает дополнительное потребление энергии за день • Жир сожжен: показывает количество жира сожженного в течение дня • Число шагов за день • Паспорт / расписание • Часы и 7 дней • Батарейка и ремешок в комплекте

**AR** • وضع التسجيل يمسلك الخطوات بشكل منفصل • كالمحترق: يظهر استهلاك الطاقة الإضافي المستهلك خلال يوم واحد • حرق الدهون: يظهر كمية الدهون المحترقة خلال يوم واحد بالجرم • تصميم رقيق للغاية • مستشعر ثنائي الأبعاد • خطوات / ساعة / مسافة • ذاكرة 7 أيام • بطارية وشريط الحبل في комплект

### Assist and motivates you to control your diet

**+ ACTIVITY MODE**  
Track your events separately!

9542 steps  
Steps taken during a day  
Displays the symbol when you reach 10,000 steps for a day

66 km  
Distance walked during a day

238 kcal  
Calories display  
Additional energy burned during a day

177g  
Fat burned during a day

15:12  
Time display

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## OMRON Walking style III

Step counter HJ-203-EK

## OMRON Walking style III

Step counter

• Activity mode  
• Kcal burned  
• Fat burned  
• Distance

**2D SENSOR**

**A Good Sense of Health**

Storage / Transport conditions

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Made in China

## OMRON HJ-203-EG, HJ-203-EV, HJ-203-ED, HJ-203-EK product specifications:



**Product name** Walking style III

**Type:** HJ-203-ED/HJ-203-EG/HJ-203-EK/HJ-203-EV  
**Power supply:** 3V Lithium battery type CR2032  
**Battery life:** Approx. 1.5 years\* (when used for 4 hours a day).  
**Note:** Supplied battery is for trial use. This battery can run out within 1.5 years.

### Measurement range

Steps: 0 to 99,999 steps  
 Distance walked: 0.0 to 9,999.9 km  
 Calories burned: 0 to 99,999 kcal  
 Fat burned: 0.0 to 9,999.9 g  
 Time: 0:00 to 23:59

**Memory:** Previous 7 days on display  
 1 activity mode results on display

**Setting range** Time: 0:00 to 23:59 (24-hour display)  
 Weight: 30 to 136 kg in units of 1 kg  
 Height: 100 to 199 cm in units of 1 cm  
 Stride length: 30 to 120 cm in units of 1 cm

### Operating temperature/humidity

-10°C to +40°C/30 to 85% RH

### External dimensions

35.5(W) × 68.5(H) × 11.0(D) mm

**Weight** Approx. 19 g (including battery)

### Contents:

Step counter, Strap, Clip, 3V Lithium battery type CR2032 and Instruction manual

## **OMRON HJ-203-EG/D/V/K packaging specifications:**

Carton	QTY	Approx. Weight	Approx. Dimensions L*W*H
Unit	1	0.120 kg	77 * 165 * 44.5 mm
Inner	10	1.520 kg	395 * 94 * 168 mm
Master	50	9.190 kg	486 * 203 * 407 mm