

-New Product Information Sheet-

Specifications subject to change
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Name: CaloriScan

Activity monitor with 3 dimensional sensors in
3 different trendy colours



HJA-306-EW (white), **HJA-306-EPK** (Pink) + **HJA-306-EGD** (Gold)



The new and innovative CaloriScan measures the daily energy consumption of each individual in order to detect all kind of movements. It has nothing to do with the classic activity monitor or even a pedometer. The device will measure all kind of activities:

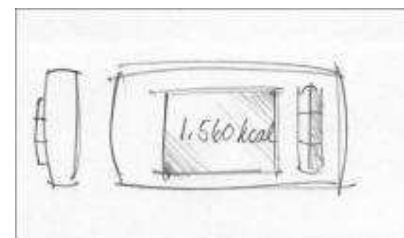
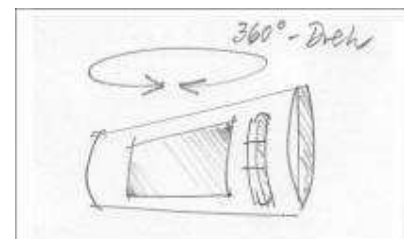
1. Desk work
2. Relaxing
3. Jogging
4. Walking
5. House cleaning
6. Laundry
7. Cooking
8. and even more

Storyboard

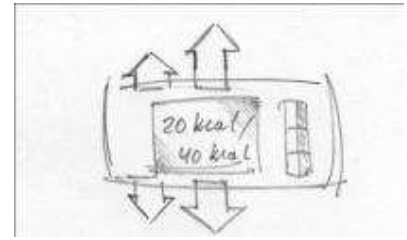
CaloriScan – The ideal diet partner -
Your calorie consumption measurement anytime, anywhere.

- Intuitive operation
- Compact size
- Intelligent measurement method

CaloriScan differentiates and classifies the types of movement and calculates exactly to the actual, daily calorie consumption.



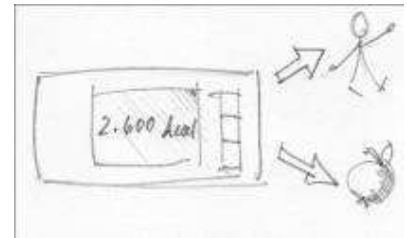
CaloriScan detects whether you are sitting, relaxing or in motion.



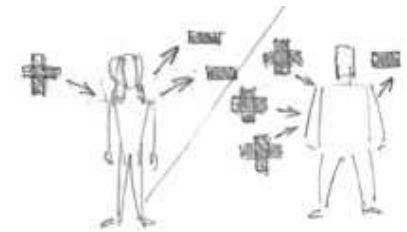
At the desk, while hiking, during training, even for clean-up your home, the 3-D sensor of CaloriScan detects the different types of movement, and reliably illustrates the resulting calorie consumption.



Get encouraged for further physical activities. Learn about the calorie intake CaloriScan recommends. Control your diet individually, the CaloriScan shows your exact daily calorie consumption.

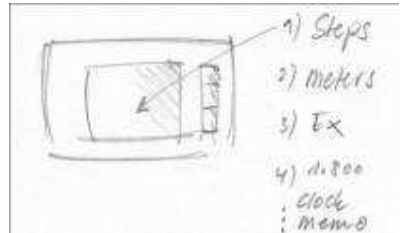


An easy to use device during any diet. Kcal intake less than Kcal burned => reduce your weight.
Kcal intake more than Kcal burned => gained weight



CaloriScan means added-values:

- 24/7 Calorie consumption
- Recommended calorie intake
- Time and date display
- Measurement of daily steps
- Distance counting
- Analysis of the training sessions
- 7 days memory



In detail the KCAL balance:



When calorie intake exceeds calories burned, the excess calories are stored in your body as body mass or additional weight. It is one cause of gain weight. Knowing the total calories burned for a day helps to control your calories intake.

CaloriScan target group:

Dieting Women > 20 years with a focus on Kcal management

Target group insides: Nearly 6% of all women >14 years did a diet in 2010.

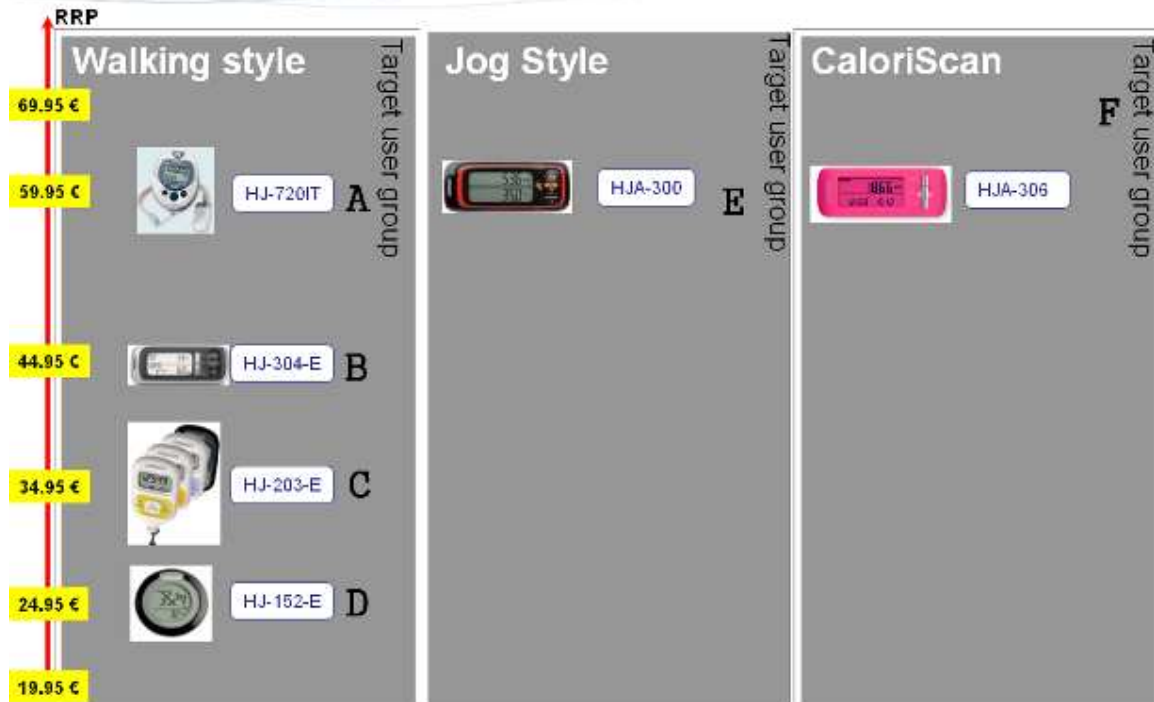
Feature advantage benefit overview:

The new CaloriScan comes with a bunch of different features

Feature	Advantage	Benefit
KCAL 24 H	Monitors all daily activities and provides at the end of the day the total energy burned of each individual	Will give a better understanding of how much Kcal you can eat a day to keep in shape or even to diet.
Activity kcal	Displays the daily additional energy consumption that has been burned	Helps you to have a better understanding of the additional activities per day.
STEPS	Displays the daily steps that has been taken, by jogging and walking	Motivates to do more steps on the next day
Burned fat	Displays the daily fat burned per gram	User will see how much fat they have burned during the whole day or self defined event
DISTANCE	Displays the distance that has been taken	Gives feedback how many kilometres people have run/walked
3 DIMENSION SENSOR	The device measures the activity in three different dimensions	Flexible and universal use, the device can be carried under self defined conditions (fixed at hips, in pockets and bags)
Feature	Advantage	Benefit
CLOCK	Displays time in 12 and 24 hour mode	At any time user can see what time it is or when they start their self defined walking event
Exercise steps	Intensive steps will be displayed in a separate display	Exercise steps enliven/exercise the cardiovascular system in particular
Trip steps	trip steps can be measure individually	The user sees the steps already performed over period X
Pocket able	Can be worn in the pocket, handbag or even rucksacks	The device is comfortable to wear
7days memory	All values will be stores in the memory automatically	Permits long-term control of success

Comparison with Omron Activity Monitors

STC product portfolio **FY2011**



Package Example:

We will have:

High quality cardboard packaging **(NEW)**,
new size.

Instruction Manual Layout Example:

We will have:

1. Quick guide **(NEW)**
2. Manual will have 26 languages **(NEW)**

Packaging, quick user guide and IM

Illustration sample

SET

- Up, Enter, Down buttons
- STOP 9:30
- STOP 72 kg
- STOP 178 cm
- STOP 89 cm
- STOP

WORKOUT MODE

- Start Workout (Press 2 Sec.)
- Next 000
- 00 km
- Stop Workout (Press 2 Sec.)
- Next 4231
- 58 km

DISPLAYS

- Workout results
- Next 4231
- 58 km
- Next 452 kcal
- 83 km/h
- Today's Total
- 8328
- 1430
- 817 kcal
- 51 s

MEMORY

- Next 4231 kcal
- 58 km
- Next 3458
- 1 46 km
- 2 33 km
- 3 29 km
- 4 13 km
- 5 08 km
- 6 54 km
- 7 18 km



Illustration sample

The packaging will have a plastic window so the device can be seen. High quality card board



OMRON HJA-306-E product specifications:

Product name CaloriScan

- Type HJA-306-EW, HJA-306-EPK, HJA-306-EG
- Power supply 3V Lithium battery type CR2032
- Battery life Approx. 6 months* (when used for 2 hours a day [approx. 10,000 steps])

Note: Supplied battery is for trial use. This battery can run out within 6 months.

Measurement range

Workout results:

- Time 0'00" to 1440'00"
- Distance 0.0 to 999.9 km
- Calories burned 0 to 59,999 kcal
- Average speed 0.0 to 999.9 km/h

Total today:

- Calories burned today 0 to 59,999 kcal
- Fat burned today 0.0 to 999.9 g
- Steps today 0 to 999,999 steps
- Time 0:00 to 23:59

Capacity of memory

Workout results

- Time 1 to 7 previous measurements
- Distance 1 to 7 previous measurements
- Calories burned 1 to 7 previous measurements
- Average speed 1 to 7 previous measurements

Total today

- Calories burned today 1 to 7 days ago
- Fat burned today 1 to 7 days ago
- Steps today 1 to 7 days ago

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 250 cm in units of 1 cm

Operating:

temperature/humidity

- -10°C to +40°C/30 to 85% RH

External dimensions: 75.5(W) × 33.5(H) × 11.8(D) mm

Weight: Approx. 28 g (including battery)

Packaging-content:

Activity monitor, Strap, Clip, 3V Lithium battery type CR2032, screwdriver, Quick user guide and Instruction manual

OMRON HJA-306-EPK/EW/EGD packaging specifications:

Carton	QTY	Approx. Weight	Approx. Dimensions W*D*H
Unit	1	0.120 kg	105 * 28 * 160 mm
Inner	10	1.350 kg	294 * 107 * 163 mm
Master	50	7.600 kg	552 * 307 * 198 mm