



## **Smartron launches *tband*: the first ever smart band to feature ECG and BP monitoring**

*To be available exclusively on Flipkart starting 12:01 am on May 13, 2018 at INR. 4,999*

**New Delhi, 10<sup>th</sup> May, 2018:** Smartron, India's first global technology OEM and Premier IoT brand today announced the launch of their first wearable device, the **tband**. With first of its kind features such as ECG (Electrocardiography) and BP (Blood Pressure) monitoring to measure a Unique Fatigue & Stress Factor, the tband will be available exclusively on Flipkart starting 12:01 on May 13, 2018 at INR. 4,999.

In today's day and age, wellness and health have become a major point of concern. It is not just about staying fit but being healthy where mental, physical and emotional health are in sync. Therefore, it is important to have an effective health management platform to help keep a constant track of wellness at any given point in time. Smartron's tband combined with the 'thealth' app gives the user an overall Health Index score which is a combination of activity tracking, calorie count, sleeping patterns, stress & fatigue levels as well as Blood Pressure and Heart Health.

Apart from ECG and BP monitoring features, tband comes with the ability to continuously measure heart rate as well as resting heart rate. Along with basic fitness parameters such as calorie burn, steps and running distance, with sleep tracking, the tband highlights sleep patterns and efficiency. It also helps the user throughout his/her day with customizable alerts for waking up and medicine reminders, DnD option, inactive and SOS alerts, SMS and call notifications.

Launching the tband, **Rohit Rathi, President & Co-Founder, Smartron** said, *"At Smartron, our focus is on developing products that are at the cutting edge of technology and offer an ecosystem of services and solutions to our consumers. With the tband also, we have built in first in category features like ECG and BP monitoring that are not available even in high end products. We want to build a strong tronX Health portfolio and this is our first step in that direction. We hope to change the conversations around health with this launch. The tband is made for those who don't just want to track their activity or calorie count but are looking at a holistic health indicator which is highlighted through our Health Index. The tband also brings features like hourly HRM, sleep efficiency, stress and fatigue monitoring all of which are very important factors for a healthy life."*

The tband features an attractive design with an option for customization with 18mm changeable watch straps making it a stylish accessory. The tband also has an IP 67 rating that makes it dust and water resistant. The band is compatible with both iOS and Android smartphones, sporting an OLED display with a 100mAh LI battery that lasts for 2-4 days depending on notifications and usage.

**Hari Kumar, Senior Director, Head of Electronics at Flipkart** said, *"Wearables is currently a 3.5mn industry in India and has shown tremendous year on year growth. Online contributes to more than 80% of this industry*

*by volume and we are seeing a lot of interest in smart wearables that go beyond just tracking and monitoring basic stats. With the Smartron tband that has first of its category features like ECG and BP monitoring, we plan on building this category and offering consumers quality products with new and innovative features. We are excited to be exclusive partners for Smartron's new wearable launch and are confident that we will see great response from the consumers for the tband. We see a lot of traction in this category and will be working closely with Smartron to strengthen this partnership and giving consumers an enhanced shopping experience with a number of launch offers."*

The tband is Smartron's first step towards building the tronX Health ecosystem. With this launch, Smartron is also bringing a number of health partners on board to offer a services platform around the device. Some of the key partner brands include Portea, Talwalkars, Growfitter, FeetApart, Healthsignz. Smartron also plans to extend this partnership to hospitals, pharmacies and doctor appointments.

The tband is going to be exclusively available on Flipkart starting the 13<sup>th</sup> of May at 12:01 AM. As the launch offer, the tband will also come with an additional premium leather strap available to all buyers.

Detailed spec sheet:

<b>Compatibility</b>	<b>Works with Android phone and iOS phone Android 5.0+ and iOS 8.3+ (Few features may vary between Android and iOS platforms)</b>
<b>Display</b>	(128x64) 0.96" PM OLED
<b>Touch Keypad</b>	Single Touch
<b>Battery Type</b>	100mAH Lithium-polymer
<b>Battery Life (ADT/Standby)</b>	Upto *2 days on standard use  *Battery performance will vary based on usage and settings and all battery life claims are approximate.
<b>Sensors</b>	3-Axis Accelerometer, ECG, Optical heart rate monitor (PPG)
<b>Processor</b>	MTK2523/MTK2511
<b>In the box</b>	tband, USB charging dock, User Guide
<b>Colour</b>	Black
<b>Memory</b>	4MB
<b>Connectivity</b>	BLE
<b>Band strap</b>	Silicone strap with Stainless steel tang buckle
<b>Application</b>	Works with Smartron *thealth app  *Download thealth app in your mobile phone from PLAY or APP store
<b>System Update</b>	OTA (air upgrade)

<b>Water and Dust resistant</b>	IP67- dust and water resistant*  *Not designed to work while submerged underwater. Do not use while swimming, or subject it to pressurized streams of water and can damage the band.
<b>Smart Features</b>	Call, Text and Application Notifications with DnD, Upto 10 Customizable Alarms, Sedentary Reminders, and Wrist Detection
<b>Tracking Features</b>	Activity tracking, Sleep Monitoring, 24/7 HRM, Resting Heart Rate, HRV, ECG, BP, Stress, Fatigue, Weather, Steps, Calorie Burn, Distance, Exercise BPM and Pace

### About Smartron

Smartron was founded with a vision to build India's first true global technology OEM brand that is 'Designed and Engineered' in India for India and the world. Smartron developed and introduced a very unique and innovative tronX™, an AI powered IoT platform offering highly intelligent, personalized and seamless experiences, services, and care through range of next generation smart devices, things and systems targeting personal, health, home, education, enterprise, infra, agriculture and energy verticals. Smartron is also leading the efforts to build a robust product ecosystem around tronX™ under "powered by tronX™" program.

### For Further Information:

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