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ST Chips Capture the Beat in the Market's Smallest Wearable Heart Monitor from PulseOn

Geneva, Switzerland; Espoo, Finland, December 9, 2014 – Tiny motion-sensing and data-processing chips from STMicroelectronics, a global semiconductor leader serving customers across the spectrum of electronics applications, have enabled the market's smallest and most accurate wearable heart-rate monitor from PulseOn for fitness enthusiasts of all levels.

The sleek and stylish wrist-worn device is very simple and intuitive to use. It provides accurate continuous heart-rate measurement without the need for a chest strap, and its sophisticated algorithms transform the heart-rate data into meaningful personalized feedback for each individual.

ST's low-power, high-performance MEMS accelerometer maintains the PulseOn heart-rate measurement accuracy and reliability at the level delivered by an electrocardiogram, as proven by extensive scientific testing under all possible scenarios and conditions, from physical inactivity up to the highest exertion levels in various cardio-intensive activities.

ST's state-of-the-art accelerometer effectively tracks hand motion and vibrations to eliminate the noise in optical blood-flow detection. The PulseOn monitor can thus distinguish between the signal that represents the actual heart pulse and which is just noise caused by hand movements. The accelerometer also determines the wearer's level of physical activity.

The STM32L microcontroller makes sure everything functions reliably on minimal energy use. PulseOn developers optimized the application's power consumption using the STM32L's various and flexible ultra-low-power modes that allow the microcontroller to fulfill its tasks while consuming the least possible energy at any given time.

"This small and fashionable device is set to watch the wearer's heart and make a big difference to their life," said Benedetto Vigna, Executive Vice President and General Manager Analog, MEMS and Sensors Group, STMicroelectronics. "PulseOn's decision to rely on ST's sensors and control chips confirms our enabling role in the development of innovative, people-friendly applications that contribute to improving healthcare and wellness."

“The superior precision and performance of ST chips have enabled us to apply the strictest scientific standards to the PulseOn heart-rate measurement technology, producing reliable results that includes the beat-to-beat accuracy during rest,” said Jari Nousiainen, Head of Engineering, PulseOn. “Equally important, the minuscule dimensions and energy budget of ST ICs have been a competitive advantage by contributing to the creation of the market’s smallest and most accurate wrist-worn heart-rate monitor.”

The PulseOn heart-rate monitor is now available to order at www.pulseon.com

About PulseOn

PulseOn is a Finnish mobile wellness-technology company, founded in 2012 making the vision of the world’s easiest heart rate monitoring reality.

PulseOn measures heart rate accurately and reliably from your wrist and creates easy-to-understand feedback on what your heart rate means: how your body reacts during workouts, how your fitness level has changed over time, and how to reach your full fitness potential. More information can be found from www.pulseon.com

About STMicroelectronics

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

In 2013, the Company’s net revenues were \$8.08 billion. Further information on ST can be found at www.st.com.

For Press Information Contact:

PulseOn
Johanna Tuominen
Sales and marketing coordinator
+358 44 554 0811
info@pulseon.com

STMicroelectronics
Michael Markowitz
Director Technical Media Relations
+1 781 591 0354
michael.markowitz@st.com