

Nassau, January 2018

Soehnle is expanding its range in the “Medical” field

### **Soehnle’s blood pressure gauges are “connected”**

**On 1st February 2018, Soehnle expanded its range of blood pressure gauges and introduced the Systo Monitor Connect 300 and Connect 400 onto the market. The Bluetooth compatible devices are connected to the Soehnle Connect App, with which personal measurements are collected and analysed. In conjunction with the Connect bathroom scales and fitness trackers, the new blood pressure gauges ensure integrated control of vital signs. Risk factors like excess weight and lack of movement therefore become transparent and can be constantly reviewed. Further information can be found at [www.soehnle.de](http://www.soehnle.de).**

The two upper arm devices deliver blood pressure data to the Soehnle Connect App, which then processes these into diagrams. The data are visualised with a time stamp, diastole, systole, the average and pulse values. It is also possible to manually add values like a cluster of data in morning, evening and night-time values. The Connect models offer memory space for two users for up to 60 measurement data and therefore cover long-term control for two months. External users can also take measurements in Guest Mode. This function, along with the motion sensor, which helps to prevent false results, lifts the blood pressure gauges above its competitors. To analyse blood pressure values, the Systo Monitor Connect 300 (RRP: 49.99 euros) and Systo Monitor Connect 400 (RRP: 69.99 euros) models follow the traffic light colour scale from the WHO. This differentiates the measurement results into “optimal”, “normal” and “hypertension”.

#### **Joint communication with the Connect system**

For the POS, the devices will be placed on the same shelves with other Connect products like the body analysis scales Shape Sense Connect 200 and the fitness trackers Fit Connect 100, Fit Connect 200 HR and the Fit Connect 300 HR. Supporting PR measures, its own landing page as well as online activities like blogs, newsletters, Facebook and Instagram will accompany the launch of the Connect blood pressure gauges. Medical experts will support customer service especially to allay customer concerns.

**About Soehnle:**

*Since its foundation by Swabian businessman Wilhelm Soehnle in 1868, the Soehnle brand has placed value on ease of operation, innovative technology, first-class quality and outstanding design. Today, Soehnle is among the world's leading providers for bathroom and kitchen scales and stands for precise measurement, weighing and analysis. With entry into new product categories in 2017, such as blood pressure gauges, fitness trackers and air treatment, as well as the Connect App, Soehnle offers additional solutions to stay fit and consciously live more healthily.*

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**Technical data****SystoMonitor Connect 300**

- Measure blood pressure and pulse on the upper arm
- Synchronise data via Bluetooth® Smart to Soehnle Connect App
- 60 memory locations for 2 users
- Incl. Guest Mode (without memory)
- Memory with date and time display
- Motion sensor
- Average value of the last 3 stored measurement values
- Arrhythmia detection: warns about possible irregular heartbeats (IHB)
- Graphic classification of blood pressure using the traffic light colour scale (according to WHO)
- Easy to read thanks to large LC display (73 x 49 mm) with display of 3 values
- Particularly large sleeve (22-42 cm)

**SystoMonitor Connect 400**

- Measure blood pressure and pulse on the upper arm
- Synchronise data via Bluetooth® Smart to Soehnle Connect App
- 60 memory locations for 2 users
- Incl. Guest Mode (without memory)
- Memory with date and time display
- Motion sensor
- Average value of the last 3 stored measurement values
- Arrhythmia detection: warns about possible irregular heartbeats (IHB)
- Graphic classification of blood pressure using the traffic light colour scale (according to WHO)
- Easy to read thanks to large LC display (100 x 68 mm) with display of 3 values
- Particularly large sleeve (22-42cm)

SystoMonitor Connect 300 (Art. No.: 68096, RRP: 49.99 euros)

SystoMonitor Connect 400 (Art. No.: 68097, RRP: 69.99 euros)