



## **Speedo and Samsung Make Waves with Partnership to Bring Industry-Leading Swim Tracking Capabilities to Gear Fit2 Pro and Gear Sport**

*Partnership brings new level of swim tracking to consumers while strengthening Samsung's innovations with Wearables*

**BERLIN – August 30, 2017 – Samsung Electronics Co., Ltd. and Speedo International Ltd.** are helping swimmers across the globe track their activity with access to Speedo's best-in-class swimming platform, Speedo On. The Speedo On swim tracking app will be featured on Samsung's new Gear Sport and Gear Fit2 Pro. Both devices are 5 ATM certified for water resistance in up to 50-meters of water. With instant access to Speedo On, the Gear Sport and Gear Fit2 Pro become the ideal companion for any swim.

The Speedo On tracking app measures key swim metrics including lap count, lap time and stroke type to easily track and incorporate swim achievements into personal fitness goals. Paired with the two new devices, consumers have options for what works best to complement their activity needs in the water; Gear Sport is a sleek and stylish smartwatch with premium features while the Gear Fit2 Pro is an all-new ergonomic fitness band with continuous heart rate monitoring and GPS tracking. The data from Speedo On is also compatible with Samsung Health, Samsung's comprehensive fitness tracking platform, to deliver a broader picture of health and wellness information.

The new Samsung Gear Fit2 Pro features the Speedo On swim tracking app pre-installed, which is powered by Speedo's expertly developed algorithm for optimum accuracy and seamless data transfer into the Speedo On web-based platform. Developed for data-driven fitness swimmers, the interactive swim tracking platform acts as a comprehensive training partner. It offers analysis of your swims and tracks your progress against your fitness goals, along with additional training programs, tips and advice tailored to you - developed by some of the world's best coaches and athletes. Speedo On, also gives swimming a social dimension, allowing you to follow other swimmers, take part in challenges and share achievements. On both the Samsung Gear Sport and Gear Fit2 Pro the Speedo On app enables swimmers to complete time trials and get their SWOLF score (a swim efficiency measure).

"Our Gear customers have been looking for more water-resistant products, and now with the Speedo partnership and the Gear Sport and Gear Fit2 Pro, we are delivering the best experience to meet their demands," said Kiseon Kim, Vice President of Wearable Product Strategy Team at Mobile Communications Business, Samsung Electronics. "As we look to meet the changing needs of consumers and their desire to track a range of activities and wellness factors – we are excited to bring these unique capabilities to consumers who love being in the water."

"Speedo is committed to inspiring more people to get into the pool to achieve their fitness goals. Our collaboration with Samsung is the first of its kind and brings the very best of Samsung's technological innovation together with Speedo's swim expertise to provide fitness-focused swimmers with a completely new level of tracking," said Rob Hicking, Brand Director at Speedo International. "We look forward to seeing what we can achieve together in the pool."

### **About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances,

network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

### **About Speedo®**

The world's leading swimwear brand, Speedo is passionate about life in and around the water, creating revolutionary new technologies, designs and innovations and supporting swimming from grass-roots through to elite level. In the 1920s Speedo made history with the Racerback: the world's first non-wool suit. In 2008 Speedo redefined swimwear again with Fastskin LZR RACER - the fastest and most technologically advanced swimsuit ever created. In 2015, Speedo launched the Fastskin LZR Racer X, the first suit engineered to help swimmers feel their fastest. Its development was made possible through analyses of the physical and psychological aspects of competitive swimming with over 330 elite swimmers. Speedo is owned by Speedo Holdings B.V and distributed in over 170 countries around the world; to find out more visit: [www.speedo.com](http://www.speedo.com). SPEEDO, the ARROW device, FASTSKIN, AQUALAB, RACING SYSTEM, BIOFUSE, SPEEDO ENDURANCE, SCULPTURE and LZR RACER are registered trademarks of Speedo Holdings B.V. The LZR RACER suit has worldwide design rights and patents. The FASTSKIN<sup>3</sup> cap, goggle and suit have worldwide design rights and patents pending. Speedo On is available on Android, iOS and web <https://on.speedo.com>.

### **About Speedo On**

Speedo On is the new swim training platform from Speedo. Designed to improve the swimming experience and get more people swimming, more often. Users will be able to enjoy personalized recommendations to keep them on track towards their goals, motivated to carry on, and focusing on the best ways for them, personally, to be at their best.



Users will be able to:

- Set personal goals
- Share achievements with other swimmers
- Track their swims
- Analyze their swim fitness metrics
- Access workouts and training plans created by some of the world's best coaches and athletes
- Consume content relevant to their personal goals and swimming performance
- Take part in challenges