

# *Media Kiiiiit*

## *HIGHLIGHT*

*4iiii* takes PRECISION to the Podiiiiium

## *ADDITIONAL CONTENT*

- *Overview*
- *About PRECISION Podiiiiium*
- *Background*
- *Media Assets*
- *Product Family*

*September 20, 2017*



*4iiii.com*

**4iiii** Innovations is again shaking up the increasingly competitive powermeter market with the launch of **PRECISION Podium**; a rechargeable, low profile crank-based powermeter designed to be compatible with a wide range of cranksets.

# PRECISION *Podium*



# Overview

FOR RELEASE September 20, 2017

## **4iiii takes PRECISION to the Podium. Cochrane, Alberta September 20, 2017**

Las Vegas, Nevada, September 20, 9:00am.

**4iiii** Innovations is again shaking up the increasingly competitive powermeter market with the launch of **PRECISION Podium**; a rechargeable, low profile crank-based powermeter designed to be compatible with a wide range of cranksets. **PRECISION Podium** is a major step forward based on the same patent pending PRECISION 3-D strain gauge technology that powers pro cycling teams Quick-Step Floors and BORA-hansgrohe to dominance on the UCI World Tour.

**PRECISION Podium** is designed to support a full suite of dual compatibility not presently available from any other manufacturer. The PRECISION dual configuration is unique in its ability to switch to a single-side powermeter on the fly, providing an inherent backup system.

Cyclists will be able to enjoy **PRECISION Podium** Ride Ready dual options starting with Shimano FC-R9100 and FC-R8000. Extensive Factory Install crank compatibility offers the choice of single or dual-side for these models and FC-R6800. Additional models are scheduled to be released in the new year. **PRECISION Podium** carries forward the well-known PRECISION quality for durable, lightweight and waterproof design that delivers extreme accuracy in all temperatures.

An attractive price point puts **PRECISION Podium** well within reach of those with dual-side aspirations and a single-side budget.

- Factory Install options for Non-Drive Side start at \$399, and Dual Factory Installs are priced starting at \$749.
- Ride Ready Dual Options start at \$999 including crankset.
- For a limited time, eligible FC-R6800 **4iiii** customers have the option to upgrade their current single-side PRECISION to **PRECISION Podium** Dual for only \$349.

**PRECISION Podium** will be officially launched on September 20-22 at Interbike 2017 in Las Vegas with market availability to be announced Q1 2018.

To take advantage of limited opportunities for pre-release ride and review, contact [brand@4iiii.com](mailto:brand@4iiii.com)

Talk with **4iiii** in person at Interbike on September 20th, **Booth #11254** (10am–noon).

- 30 -

**4iiii** is a sports technology company based in Cochrane, Alberta at the threshold of the Canadian Rocky Mountains and in the heart of a recreational paradise. We are a team of engineers and athletes dedicated to improving individual performance through the development of highly accurate and easily accessed data delivery products.

# About Podiiiiium



## Features:

- Power accuracy +/- 1.5%
- Rechargeable battery with an average battery charge life of 60 hours.
- Reliable, robust and watertight
- ANT+ compatibility provides seamless connectivity with sport watches and bike computers
- Bluetooth Smart compatibility allows for use with third-party apps on sport watches and smartphones
- IOS & Android apps save workouts and receive software updates



**REACH  
FOR THE**

***Podiiium***

**COMING JANUARY 2018**



**DUAL SIDE  
RECHARGEABLE  
DURABLE  
UNIVERSAL COMPATIBILITY  
LIGHTWEIGHT  
AFFORDABLE**

**#ReachforthePodiiium** @ f t **4iii.com/PRECISION**



# Media Assets

To download PRECISION Podiiium media assets, please [click here](#) to access our Google Drive, you'll find Posters, Social Media posts and product shots. If you have any issues, contact our [Brand Manager](#).



# Background

## **4iiii INNOVATIONS**

**4iiii** Innovations Inc is a global, Canada-based leader providing innovative sports electronics to both OEM and retail markets. **4iiii** offers a full line of products that take sports technology to a whole new level. The PRECISION family includes the rechargeable, dual-side **Podiiiium** Powermeter. The **Viiiiva** heart rate monitor and **4iiii** and **Cliiimb** apps are all intended to leverage technology to advance the athletic performance of both recreational enthusiasts and professional athletes.

For more information: [\*\*4iiii.com\*\*](http://4iiii.com)

# Product Family

## PRECISION *Podium*

A true breakaway in powermeter technology, dual-side PRECISION *Podium* brings extensive crank compatibility and World Tour accuracy to a rechargeable, lightweight and low profile powermeter. PRECISION *Podium* puts dual-side function within reach of a single-side budget.



## PRECISION PRO P O W E R M E T E R

Ridden by the pros, PRECISION PRO dual-side powermeters deliver all the benefits of our left-side model (exceptional accuracy, lightweight design, ANT+ and Bluetooth compatibility, 3D powermeter technology), plus a specific breakdown of left and right wattage. Perfect for those who need specific power output from each crank side, or anyone who simply wants the best powermeter on the market.



## PRECISION P O W E R M E T E R

Whether you're a pro or simply training hard, PRECISION powermeters deliver industry-leading power accuracy, highly dependable cadence data, 3D powermeter technology capable of measuring tri-axial strain on your crank arm. Designed to be durable, water tight, accurate and light weight, compatible with ANT+ and Bluetooth head units. PRECISION helps you train smarter, faster, safer.



## *Fiiiit*

*Fiiiit* Precision Powermeter provides indoor riders with the same power gauge technology used by professional teams and outdoor cyclists around the globe.



## *Viiiiva*

Trusted by pros and enthusiasts alike, *Viiiiva* heart rate monitors are 10X more sensitive than most heart rate monitors, 5X more responsive, use advanced beat-to-beat measurement, and can store up to 65 hours of data. They also collect and transfer data from other ANT+ products via Bluetooth to iOS or Android device. *Viiiiva* products are comfortable and easy to wear, featuring a soft, flexible strap for a perfect fit.





# Contact

## ***4iiii Innovations Inc***

141 2nd Ave E,  
Cochrane Alberta  
T4C 2B9  
Canada

## ***Suzanne Hamilton***

Partnerships and Community  
Engagement

 **800.218.3095**

 **800.218.3095 Ext. 200**

 **[Suzanne@4iiii.com](mailto:Suzanne@4iiii.com)**

 **[4iiii.com](http://4iiii.com)**

## ***Social***

Hashtags

***#ReachforthePodiiium***

***#RideWithPRECISION***



***@4iiiiicom***



***@4iiiiicom***



***/4iiiiicom***

