Media Kiit

HIGHLIGHT

4iiii takes PRECISION to the Podiiiium

ADDITIONAL CONTENT

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Overview

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

PRECISION Podiiium



Overview

FOR RELEASE September 20, 2017

4iiii takes PRECISION to the Podiiiium. 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** *Podiiiium*; a rechargeable, low profile crank-based powermeter designed to be compatible with a wide range of cranksets. **PRECISION** *Podiiiium* 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 *Podiiiium* is designed to support a full suite of dual compatibility not presently available from any other manufacturer. The PRECISION dual configuration is unique in it's ability to switch to a single-side powermeter on the fly, providing an inherent backup system.

Cyclists will be able to enjoy **PRECISION** *Podiiium* 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 Podiiium 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 Podiiium 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** *Podiiium* Dual for only \$349.

PRECISION *Podiiium* 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

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

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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 Podiiiium



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

Podiiiium

COMING JANUARY 2018



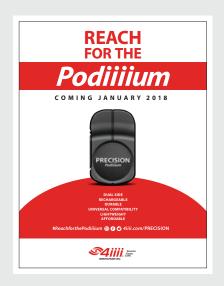
DUAL SIDE
RECHARGEABLE
DURABLE
UNIVERSAL COMPATIBILITY
LIGHTWEIGHT
AFFORDABLE

#ReachforthePodiiiium 🕲 🕧 😏 4iiii.com/PRECISION



Media Assets

To download PRECISION Podiiiium media assets, please <u>click here</u> to access our Google Drive, you'll find Posters, Social Media posts and product shots. If you have any issues, contact our <u>Brand Manager</u>.





















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 **Cliiiimb** apps are all intended to leverage technology to advance the athletic performance of both recreational enthusiasts and professional athletes.

For more information: 4iiii.com

Product Family

PRECISION

Podiiiium

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



PRECISION PRO

POWERMETER

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

POWERMETER

Whether you're a pro or simply training hard, PRECISION powermeters deliver industryleading 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.



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



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

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Hashtags #ReachforthePodiiiium #RideWithPRECISION



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