



## **MEDIA KIT**

***Highlight: 4iii Innovations Acquires STAC Performance***



For Immediate Release – May 7, 2019

## ***4iiii Innovations Acquires STAC Performance***

### ***Cycling Enthusiasts Gain the 'Perfect' Training Trifecta***

May 9, 2019 - COCHRANE, CANADA – **4iiii Innovations Inc.** today announced it has acquired **STAC Performance**, creators of the **STAC Zero Halcyon Smart Trainer**. The acquisition brings together two disruptive companies serving the global sporting community and provides professional and amateur cyclists and triathletes with a 'perfect' training trifecta consisting of power measurement, heart rate monitoring and indoor training.

STAC Zero trainer is the world's quietest bike trainer. Led by avid triathlete, Ironman and mechanical engineer Andrew Buckrell, the company has seen sales of the trainer in over 40 countries since its launch via Kickstarter in 2016. In 2018, the STAC Zero was awarded the EUROBIKE Award for its innovation, design and added value.

***"We are happy to welcome STAC to the 4iiii family,"*** says Kip Fyfe, **4iiii** President and CEO. ***"This extremely talented and creative team is a great fit with our company. I look forward to the big, bold ideas and to the growing portfolio of technologies that will come from this collaboration. We are excited to be expanding the tech footprint in Cochrane, Alberta with this Waterloo, Ontario acquisition."***

Fyfe, globally recognized as a sports and wearables innovator and visionary, has devoted more than 25 years to the high tech and electronics industry. Prior to **4iiii**, he was CEO and founder of Dynastream and ANT+ which were sold to Garmin in 2006.

***"We have been simply blown away by the market's response to the STAC Zero since we brought our trainer to market three years ago,"*** says STAC CEO Andrew Buckrell. ***"Joining 4iiii feels like the perfect marriage and presents us with a tremendous opportunity to grow."***

The terms of the agreement were not disclosed. The full STAC team will be relocating this summer to **4iiii** headquarters in Cochrane Alberta.

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For more information or interviews, please contact:

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# Company Backgrounds



Based in Cochrane, Alberta, Canada, **4iiii** has earned a global reputation for technology leadership providing **PRECISION**, the world's lightest, most accurate family of powermeters, and **Viiiiva**, a line of exceptionally versatile and dependable heart rate monitors. **4iiii** connects with sports enthusiasts of all types to increase performance, improve athleticism and fun. Visit [4iiii.com](http://4iiii.com) to get the latest in sports performance feedback products.



@4iiiiicom

#poweredby4iiii



The **STAC Performance** team is a dynamic combination of engineering, software development, and business talent whose combined efforts led to the creation of the award-winning **STAC Zero** indoor bike trainer, one of the most exciting new trainers in the past decade.



@STACPerformance



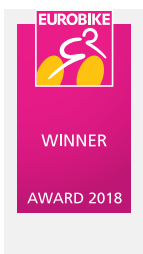
@stac\_performance



@STACPerformance

#cycling #triathlon #biketrainer

#powermeter #heartmonitor



## 4iiii Facebook

We are super excited to share some amazing company news. Today, **4iiii** is announcing the acquisition of Waterloo-based **STAC Performance**, creators of the **STAC Zero Halcyon Smart Trainer**, the world's quietest bike trainer. **STAC Zero** has a growing global fan base and has been sold in 40 countries since its launch via Kickstarter in 2016. In 2018, it was awarded the **EUROBIKE Award** for its innovation, design and added value.

This acquisition brings together two disruptive companies serving the global sporting community. Our combined product offer professional and amateur cyclists and triathletes a 'perfect' training trifecta consisting of power measurement, heart rate monitoring and indoor training.

Our President and CEO, Kip Fyfe had this to say about today's announcement: "We are happy to welcome **STAC** to the **4iiii** family. This extremely talented and creative team is a great fit with our company. I look forward to the big, bold ideas and to the growing portfolio of technologies that will come from this collaboration. We are excited to be expanding the tech footprint in Cochrane, Alberta with this Waterloo, Ontario acquisition."

## 4iiii Twitter (three options):

1. Exciting news to share. Today we've announced we've acquired @STACPerformance, creators of the STAC Zero #trainer. Click to see news!
2. The STAC Zero #trainer has customers in 40+ countries and is a 2018 EUROBIKE award winner.
3. The STAC Zero trainer combined with our PRECISION #powermeter and Viiiiva heart rate monitor creates the perfect training trifecta.

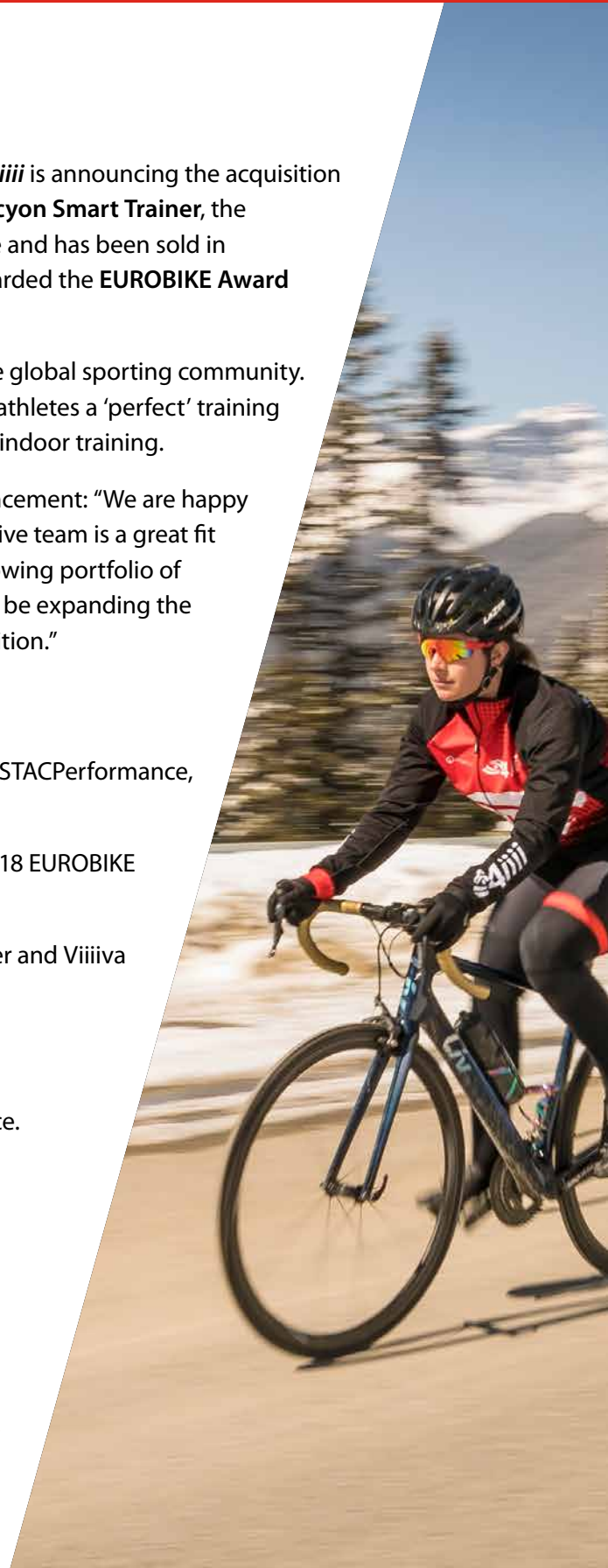
## 4iiii Ambassador Tweet:

Jacked that @4iiiiicom has announced it's acquiring @STACPerformance. Love @4iiii's #powermeters and #heartratemonitors so very excited to see the addition of a great trainer.



Use the link below to include the social image with your post. (video URL)

<https://drive.google.com/drive/u/1/folders/1idANL9w-BhlpCJo3AhN18fYNjQX-ohbu2>



# Product Family

## PRECISION

**PRECISION** Powermeters utilize 3D strain gauge technology to deliver industry leading power accuracy and dependable cadence data that is trusted by the World Tour. This performance comes in a lightweight, waterproof powermeter with active temperature compensation and is compatible with ANT+ and Bluetooth® head units. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## Podiumium

A breakaway in powermeter technology, **Podiumium** extends the crank compatibility of our **PRECISION** technology in a rechargeable powermeter device that is low profile, lightweight, fully waterproof and compensates for changes in temperature. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## PRECISION PRO

**PRECISION PRO** dual-side powermeters deliver all the benefits of our single-side model plus a breakdown of left and right wattage. Designed for those who are looking to integrate individual leg power output into their training or who simply want the best powermeter on the market. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## Podiumium Pro

**Podiumium Pro** puts dual-side function, 3D strain gauge technology, durable waterproof construction and all the other industry-leading features of **Podiumium** within reach of a single-side budget. **4iiii** Powermeters add protection to power with embedded anti-theft tracking.



## Fiiiit

**Fiiiit** Powermeters provide accurate power and cadence data for stationary bicycles, while providing an extended battery life for commercial gym environments. **Fiiiit** works with ANT+ enabled watches as well as Bluetooth® or ANT+ enabled phones and cycling computers. Temperature sensors inside allow the power measurement to be compensated in real time.



## Viiiiva

Compact, lightweight and comfortable to wear, **Viiiiva** is the most accurate, responsive and full-featured heart rate monitor available to athletes in a wide range of sports. **Viiiiva** technology provides a seamless bridge between other ANT+ products and iOS and Android smartphones and stores up to 60 hours of data to help monitor an athlete's training.



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