



## **MEDIA KIT HIGHLIGHT**

*4iiii Innovations Named Official Powermeter Supplier to the British Triathlon Federation*



FOR IMMEDIATE RELEASE

## ***4iiii Innovations Named Official Powermeter Supplier to the British Triathlon Federation***

Cochrane, Alberta (June 26, 2019) - **4iiii Innovations Inc.** (*4iiii*) announced today that it has been named the Official Powermeter Supplier to British Triathlon. The national governing body for triathlon, duathlon and associated multi-sport in Great Britain, administering more than 1,000 triathlon events in England, Scotland, Wales, the Channel Islands and the Isle of Man. This agreement signals *4iiii* official expansion into the triathlete market.

"We are always striving for better ways to support our dedicated members in their triathlon journeys and so partnering with *4iiii* is a fantastic move for British Triathlon. The *4iiii* mantra to be Smarter, Faster, Safer resonates fully with our drive to achieve success, both at an elite and amateur level, and I look forward to seeing our membership community benefit from this relationship." Andy Salmon, British Triathlon CEO.

Under the partnership agreement, British Triathlon home nation members receive membership pricing on the *4iiii* product family which includes powermeters, heart rate monitors and indoor trainers to provide the perfect training trifecta.

"We're proud to support British Triathlon athletes by providing accurate, reliable power data. Whether competing in their first sprint triathlon or shooting for an Olympic qualifying spot, *4iiii* Powermeters will be the tool to help these triathletes achieve their goals. We are very much looking forward to partnering with the organization and its members on innovations that will advance the sport," says Eric Gerstenbuhler, Managing Director.

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***4iiii Innovations Inc.***

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# Company Backgrounds



4iiii is a Canadian sports technology company based in Cochrane, Alberta at the threshold of the Rocky Mountains and in the heart of a recreational paradise. We are a team of engineers and athletes dedicated to improving personal performance through the development of superior training tools. Our products are high tech and deliver highly accurate and easily accessed data.

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.



British Triathlon is the governing body for multisport in Great Britain. Responsible for raising the profile and delivering elite performance for triathlon, paratriathlon, duathlon and aquathlon in Great Britain. Triathlon is a fast growing, dynamic and modern Olympic and Paralympic sport with talented world class athletes, coaches and support staff, focused around delivering world-class success and inspiring participation.

Images: [britishtriathlon.org](http://britishtriathlon.org)



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## British Triathlon Assets

Please visit [britishtriathlon.org/media](https://britishtriathlon.org/media) for British athlete profiles, free images\* and general information about triathlon.

\*Please refer to image use restrictions in the gallery section of the site [britishtriathlonmedia.org/media/licence](https://britishtriathlonmedia.org/media/licence)

# 4iiii Product Family

## PRECISION

The industry leading single-side **PRECISION** Powermeter is the choice of pros and recreational athletes alike. Proven at the highest levels of international competition, **PRECISION** sets the bar for performance in cycling disciplines from road and mountain biking to indoor and triathlon. World Tour winning **PRECISION** Powermeters use 3D strain gauge technology to offer exceptional accuracy in a compact, highly durable and waterproof training tool. Active temperature compensation ensures accurate results in a wide range of conditions. **PRECISION** provides seamless integration into your favourite devices by communicating over Bluetooth® and ANT+.



## Podiiiiium

A true breakaway in powermeter technology, single-side **Podiiiiium** brings extensive crank compatibility and World Tour accuracy to a lightweight, low profile powermeter with the added benefit of a rechargeable battery. **Podiiiiium** takes advantage of our 3D strain gauge technology in a format that is even easier to use and maintain.



## PRECISION PRO

**PRECISION PRO** Powermeters deliver all the benefits of the single-side model (exceptional accuracy, 3D strain gauge technology, lightweight design, waterproof, active temperature compensation and ANT+ compatibility), plus a breakdown of left and right wattage. Perfect for those who need specific power output from each leg, or anyone who simply wants the best powermeter on the market.



## Podiiiiium Pro

The **Podiiiiium Pro Powermeter** puts dual-side function within reach of a single-side budget. With the same features and 3D strain gauge technology as the single-sided **Podiiiiium**, the **Podiiiiium Pro** brings World Tour accuracy to a rechargeable, lightweight and low profile powermeter that gives individual leg wattage to get the most out of training and racing.



## Viiiiva

Trusted by pros and enthusiasts alike, **Viiiiva** is highly sensitive and responsive. By measuring the time between each heart beat, users can precisely analyze their heart rate variability. **Viiiiva** passthrough can collect data from ANT+ products and transmit to Bluetooth® enabled devices to view your data in real time. Collected data will also be stored in a single file on your **Viiiiva** to download after your workout so there is no need to bring a device with you every time. **Viiiiva** is comfortable and easy to wear, featuring a soft, flexible strap for a perfect fit.



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