



M E D I A K I T H I G H L I G H T

4iiii Innovations Named Official Powermeter Sponsor of Israel Start-Up Nation



Media Release

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Cochrane, Alberta (December 16, 2019) – [4iiii® Innovations Inc. \(4iiii\)](#) is excited to announce their partnership with UCI WorldTour newcomers Israel Start-Up Nation. Israel Start-Up Nation, whose vision is to promote innovation and peace through sport has chosen **4iiii** to be the supplier for their dual-sided **PRECISION** Powermeters and **Viiiiva** heart rate monitors for 2020.

"As **4iiii's** mission is to innovate responsibly for our collective future, we are proud to be aligned with a team who is connecting innovation, technology and peace through this renowned and respected sport platform. Aligning and forming a strong partnership with Israel Start-Up Nation is one we can embrace and stand behind", says Janelle Chubey, Managing Director."

4iiii devices are leading the way in innovative technology to help athletes train at their Gold Standard. Israel Start-Up Nation has chosen to collaborate with **4iiii** as a global leader in powermeters, helping athletes reach their peak performance to get to the podium.

"**4iiii** provides the world's lightest and most accurate power meters. Their heart rate monitor technology is trusted and popular in global cycling communities and their dedication and support to our team has been exceptional," says Jost Zevnik, Operations Manager of Israel Start-Up Nation."

Managing Director, Janelle Chubey, and the Director of Sport Engineering, Mike Mercer, joined Israel Start-up Nation last week in Tel Aviv to show their full support and are confident that Israel Start-up Nation will be the team to watch in 2020.

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Company Background



Founded to elevate and popularize the sport of cycling in Israel and other emerging countries, *Israel Start-Up Nation* has grown in just three years from a small Continental-level squad to become one of the WorldTour teams in 2020, racing the big Classics as well as the Grand Tours.

Israel Start-Up Nation believes in cycling. Cycling is more than transportation: it's social mobility. Cycling is more than the competition: it's a platform for education. Cycling bridges cultural divides – by bringing people together. We must inspire the next generation to ride, no matter their fitness.



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 and setting the bar for the gold standard. ***4iiii*® PRECISION and Podium Powermeters** are the lightest, most accurate, waterproof, and reliable power training tools on the market. They offer extensive performance monitoring features providing reliable and real-time information about the effort being applied to move a bicycle forward. The data provided is key to making the cyclist stronger and more strategic. Complementing the benefits of powermeter data, *4iiii* also offers the ***Viiiiva Heart Rate Monitor*** and ***Fliiiight Smart Trainer***. *Viiiiva* is more accurate and responsive than other heart rate monitors and provides up to 60 hours storage of your training data. *Fliiiight* is a silent, non-contact smart trainer that allows for indoor training.



Media Assets



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4iiii Product Family



PRECISION P O W E R M E T E R

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.



Podium P O W E R M E T E R

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



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

Ridden by the pros, **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+ and Bluetooth® 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.



Podium Pro P O W E R M E T E R

The **Podium Pro Powermeter** puts dual-side function within reach of a single-sided budget. With the same features and 3D strain gauge technology as the single-side **Podium**, the **Podium 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.

4iiii Product Family



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.



Fliiiight

With near silent operation and ease of setup, the *Fliiiight Smart Trainer* raises the bar for your next sweat-inducing session on your favourite training app. The battery powered operation of *Fliiiight's* zero contact induction technology means your workout can be anywhere, anytime. Its lightweight and sleek design means it can easily be stored away to avoid clutter in your home.



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