



Fitness Technologies, Inc. 2014



**World's Smallest Action
Audio Gear for Active Lifestyles**

215 Union Street, Hackensack, NJ 07601 USA

www.fitnessstechusa.com

info@fitnessstechusa.com



The Opportunity

2011 USA Sports Participation (in Millions)

National Sporting Goods Association Survey

Swimming	46.0
Boating	16.7
Skiing/Snow Boarding	14.3
Kayaking	7.1
Water Skiing	4.3

vs Other Sports

Basketball	26.1
Baseball	12.3
Soccer	13.9
Tennis	13.1



info@fitnesstechusa.com





The Products

World's Smallest Action Audio Gear for Active Lifestyles

SWIM • DIVE • SNORKEL • SKI • KAYAK • SWEAT • SHOWER • JOG • RUN



100%
WATERPROOF!



RETAIL
\$59.99

UwaterG5
MP3/FM Player / PN 90414



RETAIL
\$59.99

UwaterG5
Color Options



RETAIL
\$59.99

UwaterG4 Ice White
4GB MP3 / PN 90305



RETAIL
\$59.99

UwaterG4 Metallic Black
4GB MP3 / PN 90306



RETAIL
\$39.99

UwaterK7
FM Radio / PN 90315



RETAIL
\$99.99

UwaterK8
MP3/FM Player / PN 90877



RETAIL
\$59.95

UwaterK9
AM/FM RADIO
PN 90435



RETAIL
\$69.95

UwaterB7X
Action Bluetooth
Stereo Headphones
PN 58168



RETAIL
\$29.99

UwaterT3
100% Waterproof/Sweatproof
Earphones
PN 90515



RETAIL
\$29.99

Uwater Triple-Axis
Action Earphones
PN 90521



RETAIL
\$19.99

Uwater Short/Long
Action Earphones

World's Smallest Action Audio Gear for Active Lifestyles

	MP3	FM	AM	LCD	Preset	Single Port	Reset
UwaterK7	---	PLL	---	MONO	19	V	NA
UwaterK9	---	PLL	PLUG-IN	MONO	19	V	NA
UwaterG4	4GB	---	---	---	---	V	MANUAL
UwaterG5	4GB	SCAN	---	---	---	V	NA
UwaterK8	8GB	PLL	---	OLED	20	V	AUTO

The Packaging

World's Smallest Action Audio Gear for Active Lifestyles

SWIM • DIVE • SNORKEL • SKI • KAYAK • SWEAT • SHOWER • JOG • RUN



Panoramic Blister Packaging (as shown)

Also available:
Gift Box Packaging

WORLD'S SMALLEST ACTION AUDIO GEAR FOR ACTIVE LIFESTYLES

UWATER™ G5

100% WATERPROOF UP TO 10FT/3M

ACTION MP3/FM PLAYER

FEATURES

- Memory: 4GB (1000 - 1200 Songs/10 Audio Books)
- Play time: Continuous 6-8 HRS
- Digital FM radio (88-108 Mhz)
- Auto & manual digital tuning
- Built in Li-Ion rechargeable battery
- USB high speed interface
- IPX8 Waterproof Certification (10FT/3M)

PACKAGE INCLUDES

- UwaterG5 Player
- 20" Waterproof/Sweatproof Neodymium Stereo Earphones
- Silicon Ear-Tips (3 sets, L,M,S)
- Triple-Action XL Silicon earflips (lap swimming)
- Detachable Flex-Clip
- USB Cable (Charge, Data)
- Owner's Manual
- International Warranty



WATERPROOF AUDIO SINCE 1996
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www.fitnessusa.com
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Patent Pending

WORLD'S SMALLEST ACTION AUDIO GEAR FOR ACTIVE LIFESTYLES

UWATER™ K7

100% WATERPROOF UP TO 10FT/3M

ACTION DIGITAL PLL FM RADIO

FEATURES

- Certified to 10FT/3M Underwater (IPX8)
- Automatic/Manual Tuning
- Play Time: 6-8 Hours on a Single Charge
- Built-in Li-Ion Rechargeable Battery
- 19 Station Presets
- 3.5mm Single Port (Audio/Charge)
- Large 1" LCD Screen

PACKAGE INCLUDES

- UwaterK7 FM Radio
- 20" Waterproof Earphones
- Four (4) Sets of Silicon Earflips (XL,L,M,S)
- USB Charge Cable
- Detachable Flex Clip
- Owner's Manual
- International Warranty



OPTIONAL ACCESSORIES:

- Long Stereo Earphones (40")
- Dual USB car Charger
- USB Wall Charger



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WORLD'S SMALLEST ACTION AUDIO GEAR FOR ACTIVE LIFESTYLES

UWATERTMK8

100% WATERPROOF UP TO 10FT/3M

ACTION 8GB MP3/FM PLAYER

FEATURES

- Memory: 8GB (2000-2400 Songs/20 Audio Books)
- Play time: 7 HRS (MP3), 8 HRS (FM) on a single charge
- Digital FM Radio (88-108 Mhz)
- Digital FM Tuning
- Built in Li-Ion rechargeable battery
- USB high speed interface
- IPX8 Waterproof Certification (10FT/3M)

PACKAGE INCLUDES

- UwaterK8 Player
- All-Purpose 100% Waterproof Earphones
- Silicon Ear-Tips (multiple sizes)
- Detachable Clip
- USB Cable for easy downloading from PC, Laptop, Net book
- Owner's Manual
- Manufacturer's Warranty
- Gift Box



OPTIONAL ACCESSORIES:

- UwaterT3 Dynamic Waterproof Earphones
- Uwater Flex-Armband
- Dual USB Car Charger



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WORLD'S SMALLEST ACTION AUDIO GEAR FOR ACTIVE LIFESTYLES

UWATERTMK9

100% WATERPROOF UP TO 10FT/3M

ACTION PLL/AM/FM RADIO

FEATURES

- AM Radio with the Plug-In AM Module (520-1710 KHz)
- Digital FM Radio (88-108 Mhz)
- Precision Tuning (Manual or Automatic)
- Play Time: 7-8 Hours on a Single Charge
- Built-in Li-Ion Rechargeable Battery
- 19 Station Presets
- IPX8 Waterproof Certification (10FT/3M)
- AM/FM reception available on or above surface
- Large 1" LCD Screen

PACKAGE INCLUDES

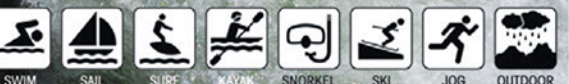
- UwaterK9 Player Digital PLL/FM/AM Action Radio
- Plug-In AM Module
- 100% Waterproof Short (20") Neodymium
- Stereo Earphones
- Silicone Ear-Tips (4 sets, XL, L, M, S)
- Detachable Flex-Clip
- USB Cable (Charge)
- Owner's Manual
- International Warranty
- Panoramic Blister Packaging (100% Sealed)

OPTIONAL ACCESSORIES:

- Long Stereo Earphones (40")
- Uwater Triple-Axis Action Earphones
- Dual USB Car Charger
- USB Wall Charger



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Professionally Tested By **SWIMMER**
The Official Magazine of US Masters Swimming

"This lightweight, easy-to-use unit was a hit with testers."
"Excellent sound quality!" • "Nice full base!" • "Tester favorite!"

Swim Bag: Underwater Music

Underwater Music Players and Headphones

Can music make your workout better? Given the proliferation of earbuds on jogging trails and in gyms everywhere, a lot of athletes believe so. And there is scientific research that supports the notion that exercise is more enjoyable with music. Studies in peer-reviewed journals such as the *Journal of Sport & Exercise Psychology* has shown that if you play the right music—music matched to the rhythm of your particular form of exercise—your endurance improves.

However, before you strap on an MP3 player and attempt a wicked set of descending 500s, keep two things in mind. First, if you're swimming with an organized group or with a coach on deck, ditch your music player after the warm-up—it's not fun for your lane mate to have to mime the next set to you, and your coach will get frustrated trying to get your attention about your dropped elbows.

Second, there's ample research that increased use of earbuds and portable music players has led to an increase in noise-induced hearing loss. Experts believe this happens, in part, because listeners use the music at high levels to drown out other sounds.

With all but one of these music players, the earbuds sit in the outer ear and deliver sound through the ear canal to the inner ear. When you're swimming, the music will be competing with water rushing around and in your ears, so you may be tempted to pump up the volume. Most testers did this when swimming vigorously. Several complained that they had to turn the music up so loud that it blasted them when resting at the wall. Several testers reported that they only enjoyed using the music players during slow, easy swimming and during kick sets—either with a kickboard above water or with a snorkel below the surface.

The best suggestion we have from our testing is to make sure that the silicone earbud tips are exactly the correct size for a perfect fit inside the ears. Anything less than a perfect fit results in less than adequate sound quality. If you purchase a music player and headphones, experiment with all the tips provided, and if those don't work, buy others. The poor sound quality and risk of hearing loss caused by over-compensating for water noise is not worth it.



MP3 Players

The first discovery testers made about music players is that if you purchase one, you should familiarize yourself with it at home. Trying to learn how to operate MP3 players, or even to see the tiny screens and controls (especially if you wear reading glasses) while shivering on the wall is frustrating. Once testers memorized all the button functions and figured out how to secure their headphones, they were able to rock out.

These devices use MP3 files, which means anyone using iTunes needs to convert the AAC files in their music libraries into MP3 files. This is not difficult, but can be time consuming. It was a deal breaker for some testers who are deluged iPod users.

1. FINIS SWIMMP3 X18

\$160 | finisinc.com
The Finis SWIMMP3 is the only music player we tested that uses bone conduction to deliver sound to the inner ear. The bone is not very good, but testers liked not having to fiddle with wires and earbuds.

The two plastic pods that sit on each cheekbone and are clipped to the goggle strap are a bit bulky. Some testers found that their goggles flooded when pushing off the wall. This was resolved by clipping the pods over only one of the straps in a two-strap goggle design—leaving the other strap close to the head to seal the goggles. Another tester skipped the clips entirely and shoved the pods underneath his swim cap, pulling it down low to secure them firmly against his head.

The big advantage to the SWIMMP3 is that, coupled with earplugs, which plenty of swimmers wear, you don't have to crank up the volume. Hearing loss can still occur with a high volume delivered via bone conduction. By coupling the SWIMMP3 with earplugs, testers were able to listen at a lower volume, as the music didn't have to compete with the sounds of water rushing through the ears.

2. FITNESS TECHNOLOGIES UWATER G4

\$60 | fitnesstechusa.com
This lightweight, easy-to-use unit was a hit with testers. And the sound quality is excellent, with a nice full bass. The controls are similar to an iPod. There is no screen to view, so you cannot select tracks. But for many testers, the simplicity and great sound quality outweighed the loss of that feature. Testers with small ears struggled a bit with the headphones, as they stick out more than most and had a tendency to fall out of smaller ears. With 4GB of storage, this was a tester favorite.

3. NU DOLPHINTOUCH PRO

\$129 | nu-global.com
The DolphinTOUCH has one of the best sound qualities overall of any of the MP3 player/headphone combinations, a rich sound including a round bass. But you do have to work for it. Testers who prefer not having to read instruction manuals got frustrated with the DolphinTOUCH,

as it was not intuitive like the iPod Shuffles or the Uwater G4. One advantage over those two, however, is the ability to see and select music tracks.

Testers were impressed with the quality of the DolphinTOUCH. It's larger and heavier than the other players, but testers found ways to secure it, using the rubbery zip-ties or clip that came with it to fasten it to their goggle straps. Some just stuffed the cylinder into their swim caps. The headphones also have separate clips to help position them near the ear by clipping to either a goggle strap or cap. These clips were not as effective as the ear hooks on the standalone headphone models tested. Like the Uwater G4, the DolphinTOUCH has 4GB of storage.

4. SPEEDO AQUABEAT 2

\$120 | speedousa.com
The AquaBeat 2 is another unit that requires some time with the instruction manual. It does have a screen that allows you to select tracks, as well as a radio function, although that wasn't tested. Testers were skeptical of the quality of the unit right out of the package; the clip, the controls, and the plastic body all seemed cheap. But in the water the AquaBeat performed pretty well. The clips on the earbuds are some of the best for a secure and comfortable fit, especially for smaller ears. The cord arrangement is also excellent, with a short, coiled cord that does not need to be fussed with. The overall sound quality is not as high as the other players, and the bass is tinny.

Waterproof Apple iPod Shuffles (4th Generation)

\$135 | waterfi.com
5. WATERFI WATER-PROOF IPOD SHUFFLE

\$160 | underwateraudio.com

Waterfi and Underwater Audio, each with its own proprietary methods and materials, waterproof Apple's 4th generation iPod Shuffles from the inside out by injecting sealants into them without taking them apart.

Testers who already own iPods and use iTunes loved these two tester units. There was no need to convert AAC files to MP3 files and export them to the player. Just create and sync a playlist. The only hard part was choosing which tunes would make the swim practice playlist.

These units were used to test all of the headphones, and there were no problems encountered. Because of the sealants that have been injected inside, the button controls are a little stiffer, but they otherwise functioned normally throughout the testing process.

Testers who don't use Apple products or iTunes were unlikely to purchase these, and several saw the lack of a screen and ability to select songs as a drawback.



"Great gadgets to buy for your workouts"

July 2012



"Best Travel Gadgets Under \$100"

May 2012



"CBS-TV Dads & Grads Special"

May 2012



"CNET Review at CES"

CES 2011