

PRESS RELEASE

ASSIST Creative resources Ltd
Release date: Tuesday October 26th 2009

Oregon Scientific Heart rate monitor TAP Screen



The SE102 is an entry-level heart rate watch with heart rate measurement and calories burned features. With a simple tap on the lens of this product, you can change the readouts to display relevant information.

For anyone who wants to improve at his or her chosen sport, whether that's swimming, running, cycling or any other endurance-based event, exercising with a heart rate monitor is a must.

Now you can have that qualitative information quite literally at your fingertips with the SE102 heart rate monitor from Oregon Scientific, the world leader in cost-effective technologies for health, fitness and sports monitoring.

The SE102 has utilised the latest in technology at an affordable price to give the user a never before possible level of information available at the tap of a screen. The instant heart rate read out makes it quick to get active without much delay of signals between watch and chest strap.

The watch has a manually programmable HI/LO heart rate training zone, therefore, ensuring you stay within the zone that maximises your training. The vibration alert technology notifies the user discretely, when they have ventured out of zone, making this the ideal product for those who train in loud environments or would prefer a discreet notification of their exercise intensity.

The features of the SE102 such as tap on lens technology, vibration training zone alert and fitness index are usually found on heart rate monitors at much more expensive price points.

The chest strap is adjustable for any body size while wearing for heart rate monitoring. In addition, the wireless radio frequency is 5 kHz analogue, which communicates with fitness equipment such as stationary bikes and treadmills.

Watch also features clock. Stopwatch includes a range of 99:59:59 hours and a stopwatch precision of 1/100th second.

Key Features:

- Revolutionary Tap on Lens technology- to conveniently review exercise data
- Manually programmable HI/LO heart rate training zone
- Manually programmable HI/LO heart rate alert when out of training zone
- Vibration alert for discreet notification of training intensity
- Average heart rate
- 5kHz Analogue wireless chest belt
- Clock
- Stopwatch with count up timer: 99:59:59
- HiGlo™ backlight
- Low battery indicator
- Water resistant to 30 meters
- Bike mount included
- Chest belt included

SRP: £29.35 (inc VAT)

-ENDS-

For more information about this press release, please contact the media manager:

Mark Wilson
Tel: 01733 810902 or 07773 772864
mediacentre@assist.co.uk

For additional Oregon product information: www.assist.co.uk/brands/oregon-scientific

Oregon Sport & Active helpline: **0845 838 5302**

Oregon Sport products are available online at www.fitnessmonitors.com
www.josmarc.com

About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.

sportASSIST is a leader in sports technology distribution and much of its success is due to it being highly integrated into the manufacturers operations, enabling ASSIST to build long term partnerships with its key brand partners.

ASSIST's current brand partners are: Timex Ironman, Timex sports & fitness measurement, Shutz sports nutrition, PowerLung respiratory trainers, Oregon Sports, Tanita professional & consumer body fat analyser scales, Cardiosport heart rate monitors, Harpenden skinfold callipers, Omron blood pressure monitors & pedometers. With more sports brands teaming up with ASSIST on a regular basis, due to a growing reputation for strong sales generating philosophies.

ASSIST creative resources Ltd was founded in 1992, incorporated in 1997, and today operates a global business, representing 20 plus international brands in the UK & European markets. ASSIST creative resources Ltd operates through seven highly focused and specialised divisions to deliver its unique sales distribution services for its brand partners.

Press & Media Enquires Contact mediacentre@assist.co.uk or visit www.assist.co.uk Tel: 01978 664743