

PRESS RELEASE

ASSIST Creative resources Ltd
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Oregon Scientific Data logger

The Oregon Data Logger is the perfect way to upgrade your existing heart rate monitor into a complete monitoring and analysis tool.



The Data Logger allows you to record your heart rate information from your chest belt and download it direct to your PC via a USB cable. The unit is compatible with any heart rate chest belt transmitting a digital or analogue signal on 5.3kHz.

Simply attach the unit to your chest strap transmitter belt or clip it to your waist, press the start button to activate: it's that simple.

Your very own personal training diary software application (SmartSync PC software supplied) allows you to track and analyse your workout data.

Keeping pace with your training sessions has never been easier—see how quickly your fitness levels improve!

“With the Oregon Data Logger, I converted my basic heart rate monitor (a Timex Easy Trainer) into a downloadable heart rate recorder: well worth the relatively low cost of upgrading. Another smart idea from the guys at Oregon Scientific,” said Steve Raven, CEO of ASSIST.

Product Features & Specifications

Product Features

- Compatible with both digital and analogue chest belts transmitting a digital or analogue signal on 5.3kHz
- Session-based memory of up to 99 sessions can be stored
- 30 hour memory storage
- One button operation with LED indicator
- SmartSync PC software included
- Low battery detection
- Auto- power off
- USB cable for data download

SRP: £34.99 (inc VAT)

-ENDS-

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

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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, Shotz 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.