

PRESS RELEASE

ASSIST Creative resources Ltd
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Oregon Scientific HR102 Heart Rate Monitor



The Oregon HR102 offers the user great features, excellent functionality and unbeatable value!

The Oregon HR102 heart rate monitor is the ideal product to monitor athletic performance gains and improvements. As a package, the Oregon HR102 is one of the best value, low cost heart rate monitors available today.

“Training zone features are seldom available on heart rate monitors in this price range, making the Oregon HR102 heart rate monitor a great value budget option for those looking for more advanced features,” said Simon Bradeley, general manager of ASSIST.

The Oregon HR102 heart rate monitor is extremely user-friendly. The instant heart rate readout makes it quick and easy to activate. Simply fit the chest strap transmitter belt and press the heart rate mode button on the watch and your heart rate is displayed, with ECG accuracy.

The key strength of the Oregon HR102 as a training tool is its stopwatch and programmable upper and lower training zone limits, with out-of-zone audible and visual alerts. Heart rate training zones maximise your training effort to effectively develop aerobic fitness levels and efficiently burn calories, depending on the intensity of your workout.

Combine the **Oregon [WM100 Data Logger](#)** product and the Oregon HR102 becomes a complete package of heart rate monitor and heart rate recording device—a brilliant package for everyone, from beginners to elite athlete!

The chest strap heart rate transmitter belt is fully adjustable for all body sizes (male and female) as well as children. The transmitter belt is lightweight and comfortable to wear and is based on an analogue 5Khz technology, sending pulses to the watch.

The signal is compatible with most cardiovascular gym equipment, and therefore the chest strap transmitter belt can be used to display heart rate on the gym equipment console.

The Oregon HR102 heart rate monitor watch features time of day mode, a 100 hour stopwatch with precision to 1/100th second.

Product Features & Specifications

Product Features

- Manually programmable high and low heart rate training zones
- Manually programmable audible and visual high and low heart rate alert when out of training zone
- Average heart rate
- 5kHz Analogue wireless chest belt
- Clock
- Stopwatch with count up timer: 99:59:59
- HiGlo™ backlight
- Low battery indicator
- 1 year manufacturer warranty

Technical Specifications

Water resistant to 30 meters

Product Includes:

Bike Mount
Chest Belt
Storage Case
HR Watch Unit
Instruction Manual

SRP: £29.99 (inc VAT) Product Weight: 340g

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

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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, Shatz 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.

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