

PRESS RELEASE

ASSIST Creative resources Ltd
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The ultra light Oregon Anywear pedometer that pops in your pocket



The Oregon Anywear is an ultra slim, stylish and seriously lightweight pedometer that fuses attractive design with advanced technology, enabling you to effortlessly record every step you take.

The Oregon Anywear exhibits the very latest advancements in technology by adopting a 3D axis accelerometer, similar to those found in the iPod touch and iPhone, while other pedometers only use a two-dimensional accelerometer. This cutting-edge technology means that the Oregon Anywear gives extremely accurate readings irrespective of your walking style, pace and direction

You can slip the Oregon Anywear into your pocket, pop it in your bag or wear it around your neck using the adjustable lanyard. Wherever you choose to wear your Oregon Anywear pedometer you can be sure of accurate performance.

Unlike many other pedometers that only track the distance you have covered in kilometres, the Oregon Anywear also displays this information in miles whilst the built-in calorie calculator is an extremely useful weight management tool.

Many leading health organisations, including the NHS and the British Heart Foundation, actively promote the benefits of walking 10,000 steps a day and a pedometer is an excellent motivational tool to help you reach your 10,000 steps goal.

You can also use your Oregon Anywear pedometer to set weekly, as well as daily, targets thanks to its memory feature that stores up to 7 days worth of walking and calorie data.

The Oregon Anywear is an attractive, low-key and precise pedometer that can motivate you to get active and improve your health and wellbeing.

Key Features

- A sensor-type pedometer that accurately counts every step
- Slim, attractive design
- Advanced 3D axis accelerometer technology as standard
- Calculates calories consumption
- 7-day memory records steps taken and distance travelled
- Records distance covered in miles and kilometres
- Digital clock with calendar and alarm

SRP: £29.99 (inc. VAT)

-ENDS-

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

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

The Media Division will be unveiling many innovative new media strategies across a wide variety of communication platforms over the next few weeks. You can keep up to pace with the development by visiting our press room: www.assist.co.uk/press-room

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.