

PRESS RELEASE

ASSIST Creative resources Ltd
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The Oregon Marathon Walker pedometer is your new walking partner



Combining essential pedometer features with advanced functionality and modern styling, the lightweight and tiny Oregon Marathon Walker takes the 10,000 steps a day challenge to a whole new level.

The Oregon Marathon Walker uses a 3D axis accelerometer, similar to the technology used in the iPod touch and iPhone, to count steps as opposed to a pendulum ensuring extremely reliable recordings no matter what position the pedometer is in.

You can carry the Oregon Marathon Walker in a bag, pop it in your pocket or wear it around your neck using the adjustable lanyard and, because the Oregon Marathon Walker is so small and light, you won't even know it is there.

In addition to accurately counting every step you take, the Oregon Marathon Walker records the distance you have covered in both metric and imperial measurements and calculates how many calories you have burned.

Featuring four modes of operation and a user-friendly interface, the Oregon Marathon Walker is a great walking buddy and even provides unique animated feedback helping encourage you to exercise more. Achieve your targets and the Oregon Marathon Walker will congratulate you before inspiring you to take on a new challenge and, if you are struggling for motivation, the Oregon Marathon Walker will give you a timely nudge in the right direction.

The Oregon Marathon Walker's target mode feature allows you to choose from three target distances and enter your desired target time. The Oregon Marathon Walker will then record how many steps you have taken and how long you have been walking for as

well as displaying the number of steps, and time, remaining while the built-in memory allows you to recall the previous day's walking data and view the total accumulated number of steps taken, distance covered and calories burned.

The average person walks between 3,000 and 4,000 steps per day so increasing this to 10,000 may seem like a daunting prospect. However, there are many ways in which you can increase the number of steps you take as part of your daily routine.

The Oregon Marathon Walker is ultra convenient and can be used every time you leave the house to help you achieve your 10,000 steps a day target, burn calories, lose weight and stay healthy.

Product Features

- A sensor-type pedometer that accurately counts every step
- User selectable targets with countdown feature
- Four operation modes
- Interactive display and animated feedback
- Lightweight, attractive design
- Advanced 3D axis accelerometer technology as standard
- Calculates calorie consumption
- Cumulated memory at a glance
- Records distance covered in miles and kilometres
- Digital clock with calendar

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 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.