

PRESS RELEASE

ASSIST creative resources Ltd

Release date: Monday 18th January

The strapless heart rate monitor that is pretty in pink

If your New Year's resolution was to hit the gym more regularly and try to burn off those festive excesses then the new pastel pink strapless heart rate monitor from Oregon Scientific is the ideal way to inject some fresh vigour and colour into your workouts.

The hugely popular Oregon Scientific SE138 model has been given a stylish new twist with a tasteful cool grey and pastel pink colour way designed for fitness focused females.

Offering precise heart rate readings without the need for a chest belt alongside a host of other valuable functions, the SE138 is extremely easy-to-use thanks to its user-friendly interface and large display and it is the perfect choice for the fashion conscious gym user.

Simply touch the two ECG accurate sensors with your fingertips and the SE138 displays your current heart rate in a matter of seconds meaning that the days of wrestling with those awkward, restrictive chest belts are consigned to the past.

Heart rate monitors are rightly regarded as one of the most valuable health and fitness tools available; helping you understand how effective your workouts are, monitoring your performance and allowing you to devise new routines to maximise future workouts.

Featuring three modes of operation, the SE138 includes a calorie counter, which estimates how many calories have been burned during your workout, and allows you to input personalised data to make charting your progress even easier.

The shock-resistant Oregon Scientific SE138 features a durable, waterproof strap and is water resistant to 50 metres. The SE138's innovative buttonless activation is ideally suited to water sports enthusiasts when compared to models that rely on chest belts which are ineffective when used in water.

The Oregon Scientific SE138, which also includes an alarm function with calendar and a backlight for easy viewing in lowlight conditions, will make your training more effective and help you achieve your fitness goals in style.

Product Features & Specifications



- Stylish cool grey and pastel pink colour way
- Uses ECG accurate sensors to eliminate the need for a chest belt
- Tracks how many calories have been burned
- Stopwatch timer counts up to 99hr 59min 59mil sec with 1/100th second precision
- Backlight for easy viewing in lowlight conditions
- Water resistant up to 50 metres and shock resistant up to 1 metre
- 1 year manufacturer warranty

Product Includes

- Oregon Scientific SE138 Strapless Heart Rate Monitor
- One CR2032 battery
- User Manual

SRP: £39.99 (inc. VAT)

Available now from www.fitnessmonitors.com, www.fitnessassist.co.uk and www.iosmarc.com.

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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.