

Jawbone® Announces New UP® App for Smartphones, Smartwatches and Wearables

SAN FRANCISCO - September 9, 2014 - [Jawbone®](#) today announced a free, multi-platform version of the UP® app - the comprehensive lifestyle and activity-tracking system that provides rich insight and guidance around your weight, sleep, and fitness.

The new UP app allows anyone with a compatible smartphone, Android Wear device, Pebble smartwatch, or any wearable connected to the Health app for iOS 8 - such as the Apple Watch - to instantly join the UP community.

It utilizes data from the M7 motion coprocessor via Apple's Health app, SensorCore technology in Windows Phone and similar coprocessors in Android™ phones to give millions of smartphone owners free access to UP's rich activity-tracking tools and intelligent coaching. It also connects seamlessly to an extensive range of new wearables, including Android Wear devices, Pebble smartwatches, and any device that connects with the Health app for iOS8 - providing more ways than ever before to track your fitness with the device of your choice using the smartest and most intuitive fitness-tracking system on the market.

In addition to making UP more widely available to consumers, Jawbone will also release an open device-connectivity framework for the new app. This new framework will extend Jawbone's best-in-class application platform by enabling device manufacturers to build products that communicate directly with the UP system via an open Bluetooth Smart® or WiFi protocol. For the first time, device-makers can build hardware that connects seamlessly with Jawbone's world-class software, without being required to create a companion app of their own from scratch.

"We're committed to creating the most beautiful and wearable activity-tracking devices on the market, but we believe that everyone - whether they track activity with an UP band, on their phone or with another wearable device - should be able to benefit from the UP experience," said Travis Bogard, vice president of product management and strategy at Jawbone. "This expansion of the UP ecosystem gives millions of new people access to our platform, allowing them to take full advantage of its personalized insights and coaching - plus gain access to an active community of UP users and a huge number of integrated apps and services."

Live Better, Together

The new UP app gives millions of smartphone and wearable device owners across iOS, Android, and Windows Phone platforms free access to most existing UP features. With a Health app-connected wearable or simply your smartphone, you can enjoy UP's comprehensive step-tracking and food-logging features, as well as highly personalized guidance and feedback via

the UP Insight Engine™ and popular “Today I Will” prompts. Sleep can be added manually each day based on the time you went to bed and woke up, or it can be automatically populated with data from the Health app for iOS 8.

The new UP app allows you to easily connect with friends and family in the UP system for added motivation – whether they’re using an UP or UP24™ band or the new app. Members of the UP community who have three or more teammates are likely to take a remarkable 1,000 more steps per day than those with no teammates, according to Jawbone’s data science team.

Connect Everything

Like the original UP experience, the new UP app connects you with a rich ecosystem of the apps and services you may already love – and lets you discover new ones – via the UP App Gallery. Browse fitness apps like RunKeeper and Strava, sleep apps like Sleepio and UP Coffee™, or integrate with other smart devices like Automatic to see how many steps you could have taken instead of driving, or Whistle to see how many steps you log while walking your dog.

The new UP integration with Android not only utilizes your Android Wear device to collect step data in the UP system, it will also provide a new surface for seeing your step progress and daily insights – directly from your Android Wear smartwatch. This micro-app will be updated in the coming months to make even more of your favorite UP features available on Android Wear devices.

Those who use an UP24 or original UP band will continue to benefit from the best software platform on the market – now with the ability to join an expanded community of UP enthusiasts who will be able to connect through their own wearable devices and smartphones.

Available This Month

The UP app will be available on Android, Windows Phone and Pebble platforms later this month as a free download from Google Play, the Windows Store, and the Pebble appstore, respectively.

The UP app for iOS will be available as a free download from the App Store following the release of iOS 8.

For more information and updates on the open device-connectivity framework for UP, please visit developer.jawbone.com.

About Jawbone®

Jawbone® is a world-leader in consumer technology and wearable devices, building hardware products and software platforms powered by data science.

Jawbone's UP® system helps people live better by providing personalized insight into how they sleep, move and eat. Its open API - the UP Platform - includes an ecosystem of apps and services that integrate with UP to offer new, customized experiences. The company's approach to lifestyle tracking is unique, with over 600 patents granted or pending related to its ecosystem and wearable technology manufacturing processes.

Jawbone is also the creator of the best-selling JAMBOX® family of wireless speakers, the award-winning Jawbone ERA® Bluetooth® headsets, and NoiseAssassin® technology.

Headquartered in San Francisco with offices globally, Jawbone products are available in over 40 countries around the world.

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