

JAWBONE® INTRODUCES UP24™ FOR ANDROID USERS

UP® 3.0 for Android Now Available on Google Play

SAN FRANCISCO - March 11, 2014 - [Jawbone®](#) today announced that its popular lifestyle tracker, UP24™ and accompanying UP® App, are now available for Android™ users. [UP24](#) is a wristband, app and data system that helps you understand how you sleep, move and eat so you can make choices to live better.

“We believe that helping people understand the context and meaning of their data is key in helping to make sustained behavior changes. Through our investment in data science we have been able to provide personalized insights to help nudge people to meet their sleep or activity goals. Now with the launch of UP24 on Android, our entire community can enjoy the benefits of these insights in real-time, with continuous feedback and in-the-moment notifications to help them achieve their goals,” said Travis Bogard, vice president of product management and strategy for Jawbone. “Android users have been incredibly active in the UP community, and we’re thrilled to bring UP24 to the Android platform.”

UP and UP24 fit effortlessly into the way you live to help you understand how you sleep, move, eat and feel, and how those activities affect one another. As the newest member of the UP family, UP24 lets you wirelessly sync data collected from your band to the UP 3.0 App for Android via Bluetooth® Smart.

The UP app for Android delivers insights, which encourage and motivate you to take small steps that can turn into long-term progress. And now with Bluetooth 4.0 syncing, you can also receive continuous feedback and in-the-moment notifications to help you achieve your goals.

UP24 features the sophisticated form factor and technology that UP users love for 24/7 wear – a smooth, hypoallergenic, medical-grade rubber exterior that features a new, stylish textural design that’s comfortable enough to wear throughout each day and night. The battery lasts 7 days, and the band can be charged with a USB power adapter via the included 2.5mm USB cable.

The UP by Jawbone 3.0 App for Android is available today in 12 languages as a free download on [Google Play.™](#)

About Jawbone®

For more than a decade, Jawbone® has developed human-centered wearable technology and audio devices that solve everyday problems and help us live better. A 2010 IDSA Design of the

Decade winner, the company is the creator of the best-selling JAMBOX® family of wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology. Jawbone's approach to lifestyle tracking is unique, with over 430 patents filed related to Jawbone's lifestyle tracking ecosystem and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

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