

THE WORLD'S MOST INTELLIGENT
CALORIE MANAGEMENT SYSTEM

Yesterday

Calories Burned

2,129

Calories Consumed

1,635

Calorie Deficit

494

Weight Loss to Date

24 lbs.

Calorie Management System

bodybugg™



Introducing the bodybugg™ calorie management system

Finally, an accurate, easy-to-use tool for effectively managing your weight by changing your daily behavior.

The bodybugg system enables individuals to accurately monitor calories burned and compare it to calories consumed. It's the perfect tool for anyone struggling to manage their weight. It's the perfect tool for anyone struggling to manage their weight effectively or helping someone else do the same.

The first key to weight management is knowing an individual's *Total Energy Expenditure (TEE)*. This is the total number of calories their body burns during the day while exercising, driving a car, walking the dog, even sleeping. The bodybugg system includes the innovative bodybugg™ armband, a comfortable device worn on the back of the upper arm that continuously and accurately measures calories burned throughout the day. The slim design of the armband minimizes interference with day-to-day activities and can be worn discreetly under clothing.

Calories out > Calories in = weight loss

The second, equally important, key to weight management is knowing how many calories are being consumed. The bodybugg system provides a secure, easy-to-use web application for quickly logging what meals. Keeping track of calories consumed and comparing that with calories burned

 bodybugg™ web application



bodybugg™ armband features

Accuracy

The bodybugg armband accurately monitors total caloric burn. Visit www.bodybugg.com for detailed validation information and white papers from some of the world's leading research institutions.

Comfort


The slim, ergonomic design of the armband doesn't interfere with day-to-day activities such as work, exercise or sleep, and can be worn under clothing. It's so comfortable that people who use the armband often forget they have it on!

Ease of use

Uploading calorie burn data from the bodybugg armband is quick and easy.

Flexibility

With 66% of the nation's population considered overweight, the bodybugg system provides the flexibility to lose weight on your own terms. It is flexible enough to assist individuals with any goal - including weight gain and weight maintenance. Simply put, the bodybugg system provides a real-time view of changes before they show up on the scale, making weight management easier than ever before!

 bodybugg™ armband





Gain new insight into the only lasting solution for weight loss: behavior modification

Ultimately, the only way to lose weight is to burn more calories than are being consumed. This simple, unchanging, scientific fact applies to ALL weight loss products and regimens. However, it is often clouded by misleading solutions that would have you believe that a pill, supplement, or novelty diet will make a lasting difference. In other cases, many successful weight-loss services require unrealistically strict adherence to their complex, expensive, and time-consuming programs. People may see short-term results but have difficulty maintaining their success over longer periods of time. Hence the phenomenon of “yo-yo” dieting.

The true power of the bodybugg™ system lies in its simplicity and flexibility. Individuals can eat what they want to eat and do what they like to do, in the proper proportions. It's all about understanding the simple lifestyle changes needed in order to sustain a calorie deficit necessary for weight loss. For some, it may be exercising 30 minutes a day. For others, it may be simply reducing their daily caloric intake by 200 calories.

In as little as two weeks, you will see how your lifestyle—what you eat and how you exercise—is helping or hindering your success. Both individuals and their healthcare providers will be amazed by the results.

The bodybugg™ armband combines multiple sensors



Skin Temperature measures the surface temperature of the body.

Galvanic Skin Response measures skin impedance which reflects water content of the skin and the constriction or dilation of the vascular periphery.

Heat Flux measures the rate at which heat is dissipating from the body.

2-axis Accelerometer measures motion.

These sensors, combined with our advanced algorithms, calculate and report:

- Total Energy Expenditure (TEE)
- Active Energy Expenditure (AEE)
- METs
- Total number of steps
- Physical Activity Duration (PAD)
- Sleep duration
- Lying down duration

bodybugg™ System Features

Stop the guessing! The bodybugg™ web application clearly shows you how well you're doing on a daily basis.

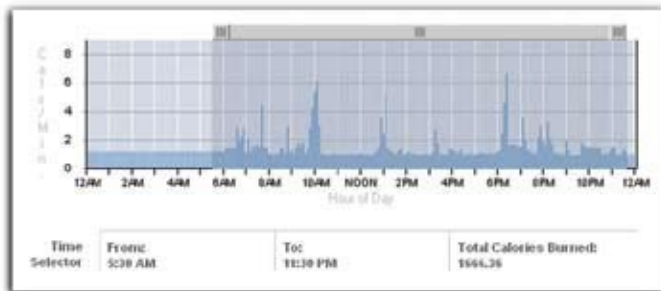
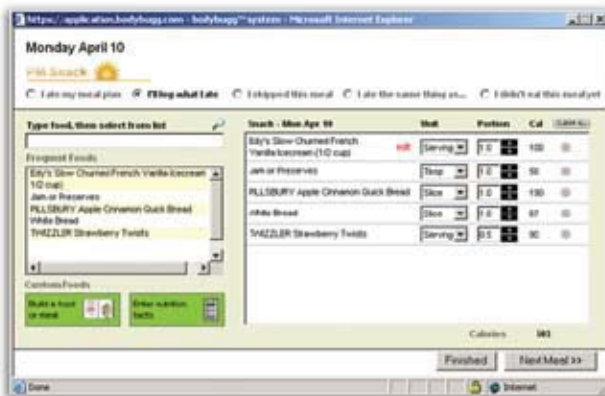
- Meal and exercise plans are easy to create and edit for consumers, trainers, and nutritionists alike.

- 5 minutes is all it takes. Easily upload your armband data, log your meals, and review the results. The "My Results" screen provides a clear overview of your day-to-day activity and includes a variety of powerful and life-changing details about your lifestyle.

Nutrition > Today > Thu, Mar 30

Breakfast		Pro	Carb	Fat	Cal
8.0	Fl Oza Brewed Coffee	3.2 g	0.9 g	0.0 g	4 Cal
0.7	Serving Kashi Go Lean High Protein & High Fiber Cereal (1 cup)	9.1 g	21.0 g	0.7 g	97 Cal
0.5	Serving Nestle French Vanilla Coffee	9.0 g	2.5 g	0.8 g	17 Cal
0.75	Cup POST GRAPE NUTS FLAKES Cereal	3.0 g	24.0 g	1.0 g	100 Cal
8.0	Fl Oza Skin Milk	8.2 g	11.7 g	0.4 g	84 Cal
Total		23.5 g	60.1 g	2.9 g	302 Cal

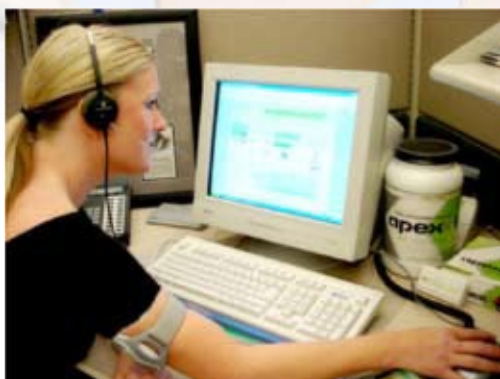
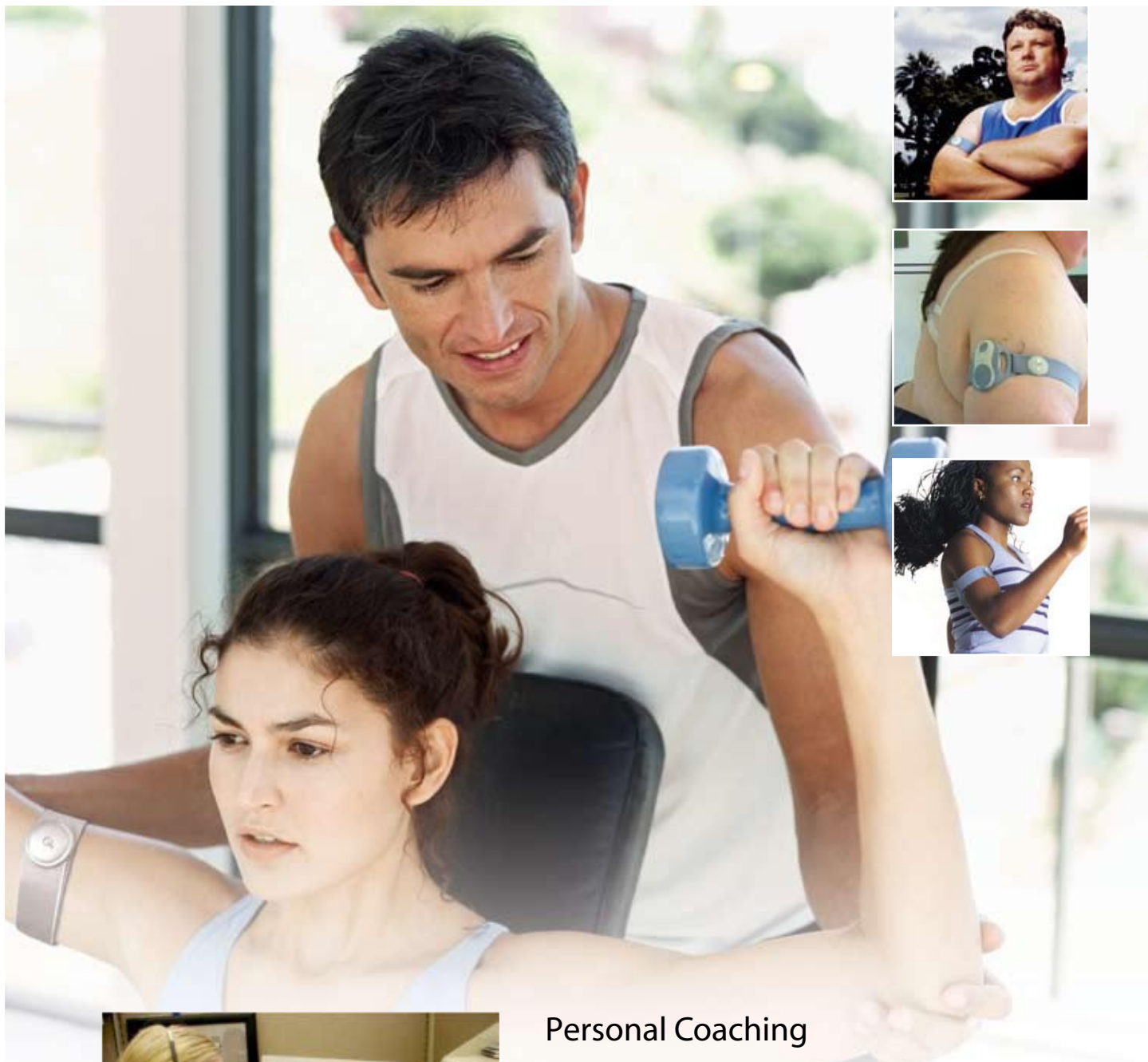
AM Snack		Skipped Meal			
Lunch		Pro	Carb	Fat	Cal
29.5	Items French Fried Potatoes, Deep Fried, Prepared from Raw	5.9 g	51.0 g	20.1 g	399 Cal
1.0	Item Hot Dog on Bun	3.6 g	19.6 g	16.0 g	259 Cal
Total		14.5 g	70.6 g	36.1 g	658 Cal



- See how you burn calories through the day.

- An extensive food database full of popular and name brand food items makes for accurate and convenient food logging. The frequent food feature automatically keeps track of the food items you eat most often.

The bodybugg™ System appeals to everyone interested in a simple and effective weight management program.



Personal Coaching

- Weekly coaching sessions
- Friendly motivation, accountability and expert coaching
- Choose as many individual sessions as you need

For the latest bodybugg testimonials, go to www.bodybugg.com

Technical Specifications, armband:

Weight with adjustable strap: 82.2g (2.9 oz)
Size: 88.4mm x 56.4mm x 21.4mm (3.45 in x 2.2 in x 0.85 in)
Power: 1 AAA size battery, commercially available
Materials: Armband Monitor: ABS, urethane, FDA approved
co-polyester, hypoallergenic grade stainless steel
Adjustable strap: nylon, polyester, poly-isoprene (latex free)
Temperature / humidity of operation: 0° C - 45° C / 100% RH
Internal memory size: 12 days (at 1 min sampling frequency)

The bodybugg™ Calorie Management System comes with:

- 1 bodybugg armband
- 2 Adjustable straps (normal and large) with VELCRO® tabs (pediatric size optional)
- 1 USB cable
- 2 batteries, AAA size
- Quick reference Getting Started Guide with instructions for first use and installation.

Design and specifications are subject to change without notice.

