



# fitbit one™

Wireless Activity + Sleep Tracker

## Fitbit One™ Wireless Activity + Sleep Tracker

### Headline

Get fit. Sleep better. All in One™.

### Product Description (100 words)

Fitness means being active, sleeping well, and eating smarter – and the Fitbit One helps you do all three. During the day, it tracks your steps, distance, calories burned, and stairs climbed. Come nightfall, it measures your sleep cycle to help you see how to sleep better; and it can even wake you in the morning without waking your partner. Your stats upload wirelessly via computer, or select Bluetooth 4.0 devices (like the iPhone 4S). Powered by your stats, you can set goals, and track progress. Stay motivated by earning badges or connecting with friends for support or friendly competitions. Log food, workouts and more. Bring greater fitness into your life – seamlessly, socially, 24 hours a day.

Part Number	Description	Barcode
FB103BK-EU	Fitbit One Black - UK/EU	898628002304
FB103BY - EU	Fitbit One Burgundy - UK/EU	898628002311
Individual Package Dimensions/Specs		
Length (cm)	20.00	
Width (cm)	11.43	
Height (cm)	4.45	
Weight (kgs)	0.23	
Master Carton Dimensions/Specs		
Pack Quantity	10	
Length (cm)	22.23	
Width (cm)	17.15	
Height (cm)	24.45	
Weight (kgs)	2.50	
Included in the Box		
Fitbit One, Clip, Sleep Wristband, BT 4.0 USB dongle, Free Fitbit account, QSG		

### Product Bullets Points (listed in priority)

1. Tracks steps, distance, calories burned, and stairs climbed
2. Monitor how long and how well you sleep
3. Wakes you (and not your partner) with a silent alarm
4. Syncs automatically to your computer or select smartphones and tablets via Bluetooth 4.0
5. Set goals, view progress, and earn badges
6. Share and compete with friends throughout the day
7. Free iPhone and Android App
8. Small and discreet – wear in pocket, on belt or bra
9. Log food, weight and more on Fitbit's website or Apps
10. Sweat, rain and splash proof
11. Rechargeable battery

Monitor Activity

Log food with free Nutritional Database

Syncs wirelessly and automatically

Track your sleep and Silent Alarm

Challenge Friends

Earn Badges

Plays well with other Apps