Misfit Introduces Flash Fitness and Sleep Monitor

BURLINGAME, CA September 16, 2014— Misfit, makers of Shine, today announced its second wearable product, Misfit Flash, a versatile and easy-to-use fitness and sleep monitor.

Crafted out of a special soft-touch plastic, Flash is comfortable, extremely durable, and waterproof to 30 meters, making it fit for even the toughest uses. It comes in seven unique colors including a lemon-lime Zest, funky Fuchsia, and minimalist Frost.

“Flash is the only fully featured activity and sleep tracker in the world for under $50, making it an incredible value,” said Tim Golnik, VP of Product and Design at Misfit.

Like Shine, Flash never requires charging and can be worn virtually anywhere—on a user’s wrist, pants, shirt, shoes, lapel, or even on a keychain. Flash includes the very best of Shine’s user experience and automatically measures steps, calories, distance, sleep quality and duration, and even tracks cycling and swimming. The entire front of Flash is a button; to check your progress toward your daily activity goal and the time of day, simply press it. Flash syncs wirelessly with the Misfit App on iOS and Android phones.

Available for $49.99 in the United States, Flash will be available at Best Buy, Target, Amazon, Walmart and other retailers worldwide in October, and can be pre-ordered now at misfit.com/flash.

Flash was originally created in partnership with The Coca-Cola Company, Misfit’s long-term strategic partner, to encourage active lifestyles globally. Misfit’s first product, Shine, launched in late 2013, and is now available in tens of thousands of retail locations in over 40 countries.

About Misfit
Misfit invents and manufactures great wearable and smart home products. The company was founded in 2011 by Sonny Vu with John Sculley, the former CEO of Apple and Pepsi, and Sridhar Iyengar, co-founder and former CTO of AgaMatrix.

Misfit product images and videos: http://www.misfit.com/media
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