



## **FINIS Unveils “AquaPulse” Heart Rate Monitor for Swimming and Water Sports**

*Utilizing Patented Bone-Conduction and Infrared Technology the FINIS Heart Rate Monitor Maximizes Your Swimming Workout*

**Livermore, CA – April 21, 2009** – FINIS, the Worldwide Leader in Technical Swimming Development, unveils today the “AquaPulse” heart rate monitor, a small slender workout accessory built for swimmers looking to maximize their workout through heart rate training. Featuring FINIS' patented bone-conduction technology and a unique infrared heart rate sensor, the **AquaPulse** will be available in **May 2009** for **\$139.99** at sport retailers' world wide and at [WWW.FINISINC.COM](http://WWW.FINISINC.COM).

The FINIS **AquaPulse** uses an accurate infrared sensor that clips to the earlobe in order to pick up the swimmer's heart rate. By measuring the light pulses due to capillary blood flow in the skin, the sensors calculate the number of beats/minute (b/m) that the body is working. The internal computer within the AquaPulse then audibly communicates this heart rate to the user using the revolutionary Bone-Conduction Technology, a unique sound transfer technology that communicates sound vibrations through the temple bone to the inner ear. Humans normally hear through air conduction, but because there is no air underneath the water, bone conduction provides the clearest sound quality possible. By simply turning the unit on, the user's heart rate can be sensed and automatically communicated. All functions are integrated into one small unit that the user clips on to their goggle strap and rests on their temple.

The AquaPulse heart rate monitor consistently communicates the heart rate every pre-set time period. The user can program this time period from as little as 20 seconds up to 5 minutes, allowing for continuous feedback during training. It also features an instantaneous heart rate function. The user can simply press a button at any time and their most current b/m will be communicated.

“Current heart rate monitors are meant for running and dryland training, but are quite awkward for training in the water as athletes are hindered by awkward straps and watches. We created the new FINIS AquaPulse heart rate monitor specifically for swimmers so they could continually swim and understand their heart rate without stopping and train in their proper ‘heart-rate zone’ more accurately. Our heart rate

monitor features a water proof design that changes both how the heart rate is sensed and transmitted to the user,” says John Mix, President of FINIS.



Features	Benefits
Small Slender Design	Easily clips on to goggle for a non-cumbersome fit that you can hardly feel
Infrared Heart Rate Sensor	Provides an accurate heart rate reading by sensing light variations under the skin
Audio Transmission of Heart Rate	Receive continual feedback of heart rate zones without stopping
Patented Bone Conduction Technology	Transfers crystal-clear sound through the water
Programmable Settings	Allows user to pre-set time period at which heart rate is communicated
Instant Heart Rate Button	Receive current heart rate at any time
Rechargeable Lithium-Ion Battery	Provides 8+ hours of use through USB charge

For the past decade, heart rate training has been utilized by the top athletes in all sports in order to improve their training levels. As the only accurate measurement of your intensity or exertion level, a heart rate monitor is the easiest and most precise way to continuously measure your heart rate. By understanding and monitoring your ideal heart-rate “zone” while training, you are able to consistently train your body at the optimum fitness levels. Knowing the work “zone” for your heart prevents over-training, under-training, and encourages correct pacing. As a result heart rate monitors (HRM’s) can show you when you're dehydrated, running out of nutrition, or not recovered from a previous day’s workout. Current versions of HRM’s consist of a watch worn on your wrist and a transmitter that you wear against your skin, most often around your chest. FINIS offers a solution to this problem with the AquaPulse heart rate monitor.

For more information visit [WWW.FINISINC.COM](http://WWW.FINISINC.COM)

**About FINIS:**

Founded in 1993 by John Mix and Olympic Gold Medalist, Pablo Morales, FINIS develops the most technologically advanced training equipment for the swimming community. FINIS offers something for swimmers of all abilities to improve their technique. USA Olympic Water Polo Team Captain Tony Azevedo is a FINIS Sponsored Athlete. Brands currently operated under FINIS include: FINIS, SwiMP3, and Zoomers.

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