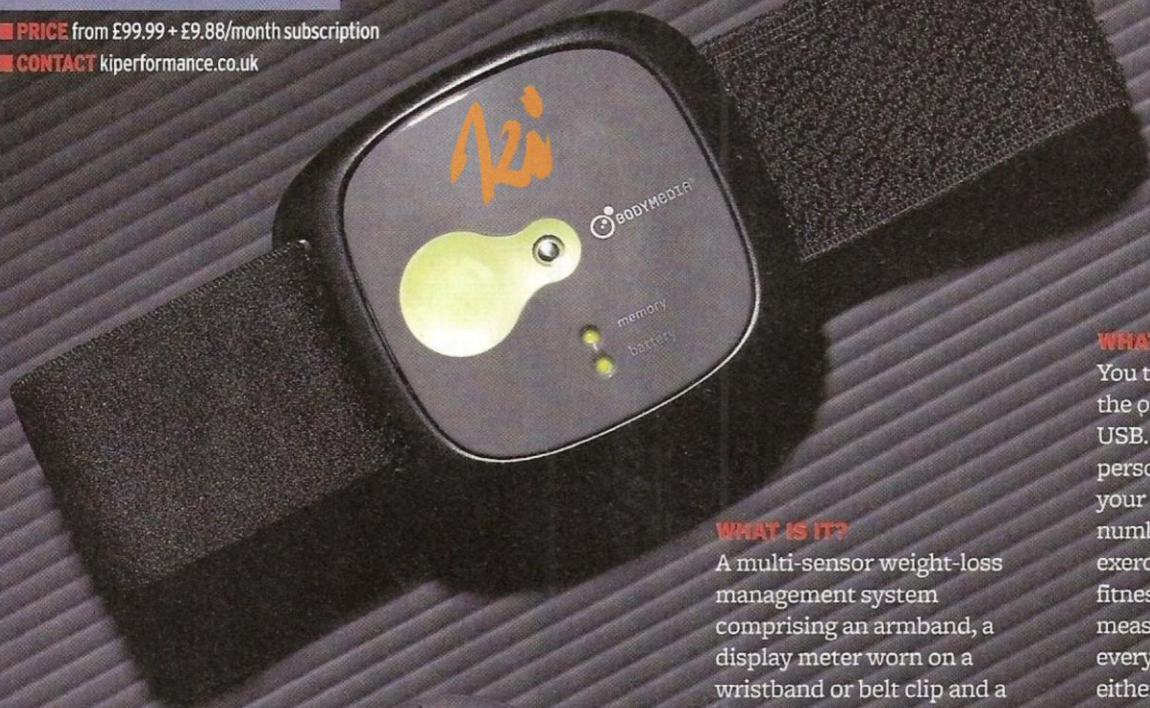


NEW RELEASE

## KI-FIT

■ PRICE from £99.99 + £9.88/month subscription

■ CONTACT kiperformance.co.uk

**WHAT IS IT?**

A multi-sensor weight-loss management system comprising an armband, a display meter worn on a wristband or belt clip and a personalised online log.

**WHAT'S SPECIAL ABOUT IT?**

It's described as 'the only multi-sensor monitor available in the UK that can accurately track calorie burn, physical activity, steps taken and both sleep duration and efficiency.' Ki-fit accurately gauges your calorie burn through sensors on the armband. Unlike pedometers and gym machine calorie counters, which only measure steps taken and calories burned during a specific activity, Ki-Fit monitors calorie burn throughout the day - including at rest, sitting at your desk or lying on the sofa.

**HOW DOES IT WORK?**

The sensor is worn on the upper arm and should be worn all the time except when in the shower or uploading information. Minute-to-minute data is transmitted to the meter, displaying real-time info on calorie burn, steps taken and how many minutes of both moderate and vigorous activity have been completed that day. It also shows data for the previous day and your various targets.

**WHAT ELSE?**

You transfer your day's data to the online Activity Manager via USB. Here you enter your personal information and set your own targets - be it numbers of steps, hours of exercise, weight loss, increased fitness or reduced waist measurement. You also log everything you have eaten - either manually or using the extensive food database - and you receive info on your calorie consumption for the day, as well as a breakdown of nutritional data (carbs, protein, salt, fat and so on). If worn at night, Ki-Fit will use the heat flux and body temperature sensors to gauge your sleep patterns, which will help you assess the amount and quality of your sleep.

**VERDICT**

Wearing the armband 24/7 is unsettling at first - the mere presence of it on your arm guilts you into thinking twice about backtracking on that lunchtime run. However, it can quickly become addictive - I noticed that I burnt a pitiful 1.4 calories/minute as I wrote this, compared with seven calories/min at rest for an hour after a weights session. The main benefit, however, is being shown the bleak reality of your calorie consumption compared with the 'yeah but, no but...' fairytale created in your own mind. If you have a compulsive personality it could well take over your life, but those of a 'motivation through information' bent should find it extremely useful.

This graph gives you an hour-by-hour breakdown of your calorie burn so you can build a picture of high and low periods throughout the day and adjust calorie consumption

The sleep duration graph shows your pattern of deep sleep, light sleep and wakefulness during the night



The summary screen on Activity Manager gives you a clear, concise breakdown on your stats for the day