

# Under Armour launches brand's first suite of fitness-tracking products

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Under Armour has unveiled its first collection of fitness-tracking products to go with the brand's UA Record health and fitness app - including a smart shoe and a system to track activity, sleep and nutrition.

As previously promised, the Baltimore-based sports apparel maker launched its new tracking device line at the company's booth at the high-profile consumer-electronics show CES in Las Vegas.

"For 20 years, Under Armour has changed the way athletes dress, and now we will change the way athletes live," Under Armour founder and CEO Kevin Plank said in the announcement.

Among the new products:

-UA HealthBox - Described as the "world's first Connected Fitness system," it sells for \$400 and includes a band that tracks steps, distance, resting [heart rate](#) and sleep, a heart-rate chest monitor and a Bluetooth and Wi-Fi-enabled circular scale that measures weight and body fat percentage and recognizes up to eight individuals.

Each component, developed in partnership with HTC, is also sold separately, but is designed to work as a package. The devices automatically send data to UA Record to track sleep, [fitness](#), activity and nutrition, measure goals and even answer the question "How do you feel?"

"UA Record not only measures what you do, it actually shows you the best ways to improve," says the company's video on HealthBox.

"Exercise smarter, feel better, live longer."

- UA SpeedForm Gemini 2 Record Equipped: The smart shoe allows wearers to leave their devices at home when they run and still store data such as time and date, duration, distance and splits. The footwear sells for \$150 and will be available Feb. 29 on Under Armour's website and in specialty running stores.

- Two models of wireless headphones: UA Headphones Wireless, available for pre-order for \$180, and UA Headphones Wireless Heart Rate, coming in late spring for \$250, are described as "durable and guaranteed to never fall out." Under Armour partnered with Harman, an automotive and consumer technology company, on the products.

Under Armour has been building what it calls the world's largest health and fitness community through a series of acquisitions of fitness app companies and now counts more than 160 million members.

Consumers now have nearly 8,000 health and fitness apps to choose from, Ben Gray, a digital experience analyst for Boston-based app testing company Applause said in a report rating health and fitness apps for 2016.

"Apparel companies Under Armour and Nike have emerged as the true leaders in health & fitness apps," Gray said in the report by ARC, the research arm of Applause. "With UA Record, its November 2013 acquisition of MapMyFitness and its February 2015 acquisitions of Endomondo and MyFitnessPal, Under Armour now owns the world's largest digital health and fitness community."

The sports brand also has redesigned its UA Record fitness app,

available for download through the App Store and the Google Play store, to track sleep, fitness, activity and nutrition through a single-view dashboard and measure individual goals.

"What can be accomplished during your workouts can easily be undone in everyday life," Robin Thurston, Under Armour's chief digital officer, said in the company's announcement. "The future of health and fitness is a holistic view of data from these four core [health](#) and fitness pillars."

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