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## **FOR IMMEDIATE RELEASE**

### **iPhone Can Now Double as a Heart Rate Monitor and Fitness Tracking System**

*SMHEART LINK™ and iTMP's Suite Of iPhone™ Fitness Apps Now Commercially Available*

[www.smheartlink.com](http://www.smheartlink.com)

**SANTA BARBARA, Calif.** – February 6, 2009 – iTMP Technology, Inc., a pioneering iPhone hardware and software developer, announces the commercial launch of SMHEART LINK, a highly-anticipated new technology that is poised to bring unparalleled health and fitness capabilities to Apple® iPhone and iPod® touch users. For the first time ever, a technology is now available that allows the iPhone to double as a heart monitor and fitness tracking system that actually listens to a person's heart. In addition to the iPhone and iPod touch, SMHEART LINK can be compatible with other smartphones, PCs or other Wi-Fi enabled devices.

SMHEART LINK is a wireless bridge that collects data from distributed health and fitness sensors such as heart rate monitors and cycling sensors and sends it to the iPhone via Wi-Fi. iTMP's suite of iPhone fitness apps allow users to track their fitness data on iPhone's superior display with a user interface that raises the bar for fitness tracking devices. SMHEART LINK is compatible with a growing list of heart monitor chest straps including some from fitness leaders such as Polar, Garmin, Nike, Reebok, Timex Ironman, New Balance and Numetrex. It is also compatible with biking sensors to track speed, cadence and power (watts).

Upon completing a workout, users can effortlessly upload their data to the internet with the tap of a button. iTMP has initially partnered with New Leaf Fitness and MapMyFitness for this upload functionality and is in discussions with other potential partners as well.

“When doing any kind of cardio exercise, most people would agree that the single most important metric to monitor is heart rate. At iTMP, we are really excited to introduce the first iPhone health and fitness apps that allow the iPhone to listen to your heart,” said Michael Williams, Founder and CEO of iTMP. “We're also first to pick up speed and cadence from cycling sensors and fully expect to be first with power as well.”

iTMP has launched three iPhone fitness applications now available on the iPhone App Store. They are the only apps, among hundreds of other iPhone health and fitness apps, that will actually listen to a person's heart to track and display their unique vital fitness metrics:

- **iRPM+™** - Bike Computer/Heart Monitor v 2.0 is a cardio fitness system and cycling computer that works with SMHEART LINK to track any cardio exercise, anywhere. Upload your completed workouts to eNewLeaf.com or MapMyFitness to add key cardio training and cycling metrics to your online fitness diary. iRPM+ is available free for a limited time on the iPhone App Store: <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=292015382&mt=8>
- **iSPINNING™** is a cardio fitness system and cycling computer that enables Spinning® enthusiasts around the world to track and record their cardio exercise anywhere, whether riding on a Spinner® bike,

road bike or mountain bike. It is currently available as a demo, while the live app (v 2.0) is in review and expected to be available soon.

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=291999014&mt=8>

- **iNewLeaf™** is a cardio fitness system and cycling computer that allows you to incorporate unique metabolic profile data from New Leaf to more precisely track and monitor the right exercise intensity for “real results.” Upload your completed workouts to eNewLeaf.com to add key cardio training and cycling metrics to your online fitness diary. It is also currently available as a demo, with the live app (v 2.0) in review and expected to be available soon.

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=292647752&mt=8>

“We wanted to make the fitness tracking experience cool, fun, simple and custom,” added Williams, “and we’ve done just that. By leveraging the iPhone’s technology and partnering with leaders in the industry, we are raising the bar in this space.”

SMHEART LINK is available for purchase at [www.SMHEARTLINK.com](http://www.SMHEARTLINK.com) for \$154.95. Users can purchase the SMHEART LINK wireless bridge to the iPhone or iPod touch right from within the apps.

For a limited time, SMHEART LINK will be bundled with SMHEART Sleeve, a flexible, lightweight case that integrates with the heart monitor chest strap, at no additional charge.

About iTMP Technology, Inc. (iTMP)

iTMP Technology, Inc. was founded in Santa Barbara, California, to revolutionize the world of fitness and health metrics monitoring. iTMP has partnered with fitness industry leaders to bring cardiovascular training and cycling metrics to the iPhone and iPod computing platforms. With iTMP's SMHEART LINK wireless bridge, athletes can track their cardio workouts anywhere. For more information about iTMP Technology, Inc., visit [www.SMHEARTLINK.com](http://www.SMHEARTLINK.com) – 805-504-0066

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