

Scosche® Industries To Debut Rhythm+2.0™ Waterproof Armband Heart Rate Monitor At 2021 All-Digital International CES

Oxnard, CA – January 10, 2021 SCOSCHE – (pronounced skōsh/skohsh) Industries, the #1 Mount Brand* and a leading innovator of award-winning consumer technology, powersports and car audio products and accessories, is pleased to introduce the latest addition to their award-winning line-up of Rhythm Armband Heart Rate Monitors, the Rhythm+ 2.0.



The Rhythm+2.0 waterproof armband heart rate monitor's patented optical sensor continuously measures blood flow and body movement to provide highly accurate readings. It is as accurate as a chest strap monitor, but much more comfortable and convenient to wear during all physical activities.

Built with Valencell®'s PerformTek® biometric sensor technology which is the only continuous heart rate monitoring technology proven, via extensive testing, accurate during virtually any exercise and in virtually any environment to give people meaningful fitness assessments.

The optical sensor technology in the Rhythm+2.0 utilizes green and yellow LEDs to measure blood flow for a highly accurate reading with all skin tones. A built-in accelerometer further assists in providing hyper-accurate measurements.

Rhythm+ 2.0 pairs easily with smartphones, smartwatches, and fitness equipment and has a 100ft. wireless range. Its dual-mode radio transmits to ANT+ and Bluetooth® devices and works with more than 200 popular fitness apps so you can easily track and analyze your workout and recovery.

Rated IP68 – dustproof and sweatproof/waterproof, the Rhythm+2.0 is submersible up to three meters making it suitable for all activities and environments. It has a rechargeable battery that provides up to 24 hours of workout time between charges. A compact charger and charging cord is included with it, and a charging/carrying/storage case may be purchased separately

Traditional chest strap heart rate monitors have to be tight-fitting to maintain full contact with your skin in order to work accurately, but they often slip as you move or sweat and can restrict deep breathing. The Rhythm+2.0 fits securely and comfortably on your arm, to your preferred location of upper forearm, biceps, or triceps. You can fit it and forget it as the armband design keeps it in place and safely out of harm's way. The comfortable, stretchy, washable, replaceable and easily adjustable armbands are suitable for men, women and children.



Rhythm+2.0 will be available Spring 2021 at Scosche.com and select retailers for \$79.99 MSRP.

*Source: The NPD Group, Inc., Retail Tracking Service, U.S. & Canada, Mobile Holders/Stands, Excluding Mobile Holder Type: Mobile Grip/Stand, Dollars & Units, Jan. 2017– Aug. 2020.

Follow us on: Instagram (@scoscheinc) and @scosche on Twitter, Facebook, Pinterest and LinkedIn for the latest news on all of the company's award-winning consumer tech and car audio products and accessories. And also visit our company Press Room on Scosche.com.

About SCOSCHE: Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology and car audio products – committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the hands, homes, offices and vehicles of people in over 50 countries. With over 400 patents/trademarks and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. www.scosche.com

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