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[MWC 2014] Samsung Announces The Gear Fit, A Fitness Tracker Smartwatch Band Thingy



By Cameron Summerson — Published Feb 24, 2014



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Because ~~one~~ two wearables weren't enough, Samsung had to go and announce a third. This one is a little bit different from the Gear 2 and Gear 2 Neo, however – it's called the Gear Fit, and it's basically a fitness tracker with a twist... or rather a *curve*.

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The Fit isn't your typical run-of-the-mill fitness tracker, according to Samsung. It's packed with "the most comprehensive fitness tools available," and it also sends notifications from Galaxy smartphones, alerting users of incoming calls, emails, texts, alarms, and the like. So, it's kind of like a Gear, but not really. Only sort of. But still different.

On the hardware side, the Gear Fit sports a 1.84 inch 432x128 curved Super AMOLED display, Bluetooth 4.0, an interchangeable strap, IP67 dust and water resistance, accelerometer, gyroscope, heart monitor, and 210mAh battery. Samsung claims it'll go for 3-4 days between charges, which is decent.

Unfortunately, there's no word on cost, but the Gear Fit should

be available starting in April. **Update:** The Fit (along with the S5 and Gears) will be available on April 11th in 150 countries.



Ad

Barcelona, Spain - February 24, 2014 – Samsung Electronics Co., Ltd. today introduced the Samsung Gear Fit, the industry's first curved, Super AMOLED wearable device for the active consumer. The Gear Fit offers the unmatched convenience of Samsung Gear technology with the most comprehensive fitness tools available, empowering consumers stay physically active without sacrificing personal style or mobile

connectivity.

“Samsung understands that the next generation of wearable mobile solutions must directly reflect of the diverse interests and needs of consumers,” said JK Shin, CEO and President of IT & Mobile Division, Samsung Electronics. “In response, our Gear product portfolio continues to expand with unique devices for a wide range of lifestyles, including the new Gear Fit designed to help those consumers striving to live more fit and active lives without sacrificing their own personal style or their ability to stay connected on the go.”

Whether used as a standalone or companion device, the Samsung Gear Fit puts people in charge of their personal and active lives while staying connected so they never miss a moment.

The ultimate modern fitness solution

The Samsung Gear Fit was designed to comfortably contour to consumers’ wrists while offering a vivid Super AMOLED display. It provides much more than an everyday fitness band, keeping consumers up to date instant notifications from Galaxy smartphones such as incoming calls, emails, SMS, alarm, S-planner, 3rd party apps while consumers are on the move so they can stay connected. Changeable straps in Black, Orange and Mocha Grey will let users express their individual style, changing the look of the Gear Fit to match their outfit or mood for any type of activity.

The sleek new Samsung Gear Fit provides the superior connectivity benefits of Samsung wearable technology with a custom, real time fitness coaching to provide unique, personalized advice and workout recommendations.

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The Gear Fit will be available globally starting from April. Full details and product images are available at www.samsungmobilepress.com or m.samsungmobilepress.com.

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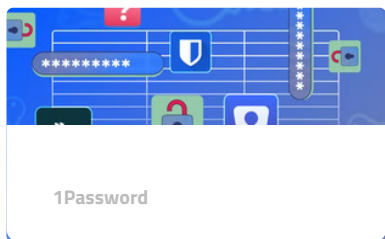


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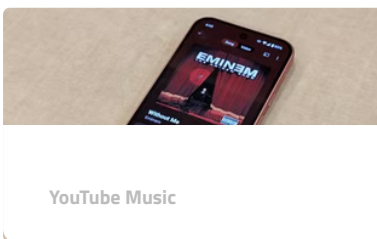
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You won't believe which password manager I returned to

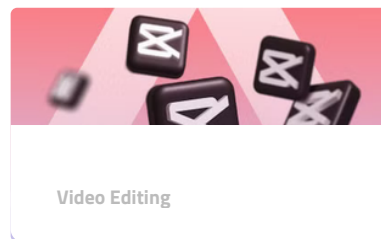
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