

## MARKETING MEMO



# New Product Announcement

## vivosmart® 3 Activity Tracker

April 12, 2017

Featuring a sleek design and a hidden display that's only on when you need it, vivosmart 3 tracks steps, floors climbed, sleep and so much more. It tracks your fitness and wellness with all-day HR and Stress monitoring, VO2 Max and Fitness Age. With Move IQ™ and a new Strength Training activity which automatically counts your weight training reps, working out will be convenient and effective.



## KEY FEATURES:

<b>NEW FORM FACTOR</b>	The thinnest HR-equipped activity tracker from Garmin at 4mm thinner and more form fitting than vivosmart HR!
<b>DISCREET DISPLAY</b>	The hidden display is only visible when you want it to be. While not in use, the discreet display disappears into the device so as not to overshadow your style.
<b>NEW VO2 MAX</b>	New to Garmin wellness bands, this is widely recognized as an excellent measure of your aerobic fitness and should increase as your fitness improves.
<b>NEW ALL-DAY STRESS LEVEL MONITORING</b>	First Garmin wearable with all-day stress monitoring enabling users to see periods of elevated stress or restful recovery.
<b>NEW STRENGTH TRAINING &amp; REP COUNTING</b>	For traditional gym exercises, the new strength training activity will count sets, reps, and rest times and will push them to Garmin Connect™ for review.
<b>NEW FITNESS AGE</b>	Fitness Age gives users an easy way to understand if they are making progress in their fitness. The lower your Fitness Age is compared to your real age, the better.
<b>24/7 WRIST HEART RATE MONITORING<sup>1</sup></b>	WHRM gives you heart rate all day and night – no additional strap required.
<b>CONNECTED FEATURES<sup>3</sup></b>	Automatic syncing to Garmin Connect, multi-tracker synchronization “True-Up”, music controls, smart notifications and social media sharing.
<b>24/7 WEARABILITY</b>	Swim rated, can be worn in the shower or pool. Up to 5 days of battery life <sup>5</sup> .
<b>ACTIVITY TRACKING<sup>1</sup></b>	Steps, floors climbed, calories burned, intensity minutes, Move IQ, and more!
<b>MOVE IQ</b>	Detects familiar exercise types and displays events in Garmin Connect.

## FUNCTIONS:



VO2 Max

All Day Heart Rate

Steps/Auto Goal

Floors Climbed

Smart Notifications

Run Activity

Strength Training

PRODUCT CONFIGURATION:

<b>vivosmart® 3</b>		<b>Available:</b> 2nd Quarter 2017	<b>Schedule B:</b> 8517620050	<b>Harmonization Code:</b> 8517.62.0050	
		<b>Made in:</b> Taiwan	<b>Battery Type:</b> Non-replaceable Li-ion		
	<b>Description:</b>	<b>Wrist Sizes:</b>	<b>Part number:</b>	<b>UPC:</b>	<b>Price:</b>
	vivosmart 3 Black, S/M	S/M: 122-189 mm	010-01755-10 ENG 010-01755-00 WW	753759173708 753759173661	MRP: \$139.99 CAD: \$189.99
	vivosmart 3 Purple, S/M	S/M: 122-189 mm	010-01755-11 ENG 010-01755-01 WW	753759173715 753759173678	MRP: \$139.99 CAD: \$189.99
	vivosmart 3 Black, L	L: 148-215 mm	010-01755-13 ENG 010-01755-03 WW	753759173739 753759173692	MRP: \$139.99 CAD: \$189.99

PHYSICAL SPECIFICATIONS:

<b>Wrist dimensions:</b>	S/M: 122-189 mm   L: 148-215 mm
<b>Unit weight:</b>	S/M: .72 oz (20.4 g)   L: .76 oz (21.5 g)
<b>Gift box dimensions: (W x H x D)</b>	5.6" x 2.7" x 2.4" (14.1 x 6.9 x 6.2 cm)
<b>Gift box weight:</b>	S/M: 5.1 oz (144.5 g)   L: 5.2 oz (147.4 g)
<b>Master carton dimensions: (W x H x D)</b>	15.0" x 12.0" x 12.4" (38.1 x 30.5 x 31.5 cm)
<b>Master carton weight:</b>	S/M: 16.7 lbs (7.6 kg)   L: 17.0 lbs (7.7 kg)
<b>Master carton quantity:</b>	40



YOU MAY ALSO LIKE:



**GARMIN INDEX™ SMART SCALE**

Garmin Index smart scale provides the metrics you need to track progress and see results. It measures weight (lbs, kg, st), body mass index (BMI), body fat/water percentage, bone mass and skeletal muscle mass.

SKU: 010-01591-00      UPC: 753759149314  
MRP: \$149.99



**VIVOACTIVE HR**

Run, bike, swim, golf, ski and more with vivoactive HR, the GPS smartwatch with Elevate™ wrist heart rate technology<sup>1</sup>. It records and displays activity data and features smart notifications<sup>3</sup>.

SKU: 010-01605-03      UPC: 753759154394  
MRP: \$249.99



**CHARGE CABLE**

Connect vivosmart 3 to your computer's USB port to recharge and transfer data.

SKU: 010-12637-00      UPC: 753759178864  
MRP: \$29.99

## PRODUCT COMPARISON:

	vivosmart® 3	vivosmart HR	vivosmart HR+	vivoactive® HR
Battery life <sup>5</sup>	Up to 5 days	Up to 5 days	Up to 5 days	Up to 8 days
Water rating <sup>2</sup>	SWIM	5 ATM	5 ATM	5 ATM
Touchscreen	•	•	•	•
Built-in GPS			•	•
Color display				•
Night-readable display	•	•	•	•
Landscape/portrait orientation	•	•	•	
Activity tracking <sup>1</sup>	•	•	•	•
Personalized daily step goal	•	•	•	•
Time	•	•	•	•
Monitors sleep <sup>1</sup>	•	•	•	•
Move bar	•	•	•	•
Distance	•	•	•	•
Floors climbed	•	•	•	•
Intensity Minutes	•	•	•	•
Wrist-based heart rate <sup>1</sup>	•	•	•	•
HR Broadcasting	•	•	•	•
Activity Timer	•	•	•	•
Music Control	•	•	•	•
Smart Notification <sup>3</sup>	•	•	•	•
VIRB® action camera remote	•	•	•	•
Connect IQ™ support				•
Fitness Age	•			
Move IQ™	•			
Discreet Display	•			
VO2 Max	•			
All-Day Stress Monitoring	•			
Strength Training Activity	•			
Built-in running app	•	•	•	•
Built-in golfing app				•
Built-in cycling app				•
Built-in swimming app				•
Built-in ski/snowboard app				•
Built-in rowing app				•

## SOCIAL MADE SIMPLE:

Easily share vivosmart 3 via social media using the prewritten posts below. Just add your company name, an image and a link.



The new sleek @Garmin vivosmart 3 is now available! This tracker will motivate you to achieve your fitness goals with VO2 max, stress level, strength training and more.

(Link to Website or Attach Picture)



Get the sleek @Garmin vivosmart 3! Achieve your fitness goals with VO2 max, stress level, strength training & more.

(Link to Website and Attach Picture)

# MARKETING MEMO

## MERCHANDISING:

### Tray Display Graphic Kits

SKU: M00-10703-00

Use these kits with the Small White Metal Trays (M00-00367-00) to display the vivosmart 3 in your display case.

Each Kit will include:

- (1) 7" W x 9" H Double-Sided Large Graphic Card
- (1) 3 1/4" W x 5 7/8" H Medium Graphic Card
- (1) 2" W x 2 1/2" H Mini Product Card
- (1) Clear Small Wearable Product Stand



### Hanging/Countertop Display

SKU: M00-10704-00 Size: 8.0" W x 19.0" H

Grab your consumer's attention with this vivosmart 3 Series hanging/countertop display featuring all 3 products.



### Garmin Branded Countertop Video Display

Size: 12.0" W x 15.0" H x 10.0" D

Interchangeable pieces make this display completely customizable to fit your needs.

\*Please contact a Garmin Sales Representative to place orders.



### GARMIN BRANDED CASE AND BASE

SKU Case: M00-10406-00

SKU Base: M00-10407-00

SKU Graphic: M00-00378-00

Size Case: 14.0" W x 35.0" H x 10.0" D

Size Base: 15.0" W x 31.4" H x 16.0" D

Size Graphic: 14.0" W x 35.0" H

Display up to 12 Garmin products securely inside our Garmin branded Base and Case. Order both for a nice free-standing floor display, or order the case separately for a nice counter top solution. Case features an aluminum lined cylinder cut out on top of the display allowing natural light to reflect off and onto the featured units. The base has a key-lock door, provides adequate storage for boxed products and spare display components.



### Wellness Mini Product Cards Bundle

SKU: M00-00374-00 Size: 2.5" W x 2.0" H



### vivosmart® 3 Dummy Units



M08-01755-00

M08-01755-01

Final artwork is subject to change from images shown in the merchandising section. For more information on merchandising, please visit the Dealer Resource Center at [Garmin.com](http://Garmin.com).

## VÍVOSMART 3 PRODUCT COPY:

Product copy for the vivosmart 3 can be downloaded from the [Dealer Resource Center](http://Dealer Resource Center).

<sup>1</sup> See [Garmin.com/ataccuracy](http://Garmin.com/ataccuracy)

<sup>2</sup> See [Garmin.com/waterrating](http://Garmin.com/waterrating)

<sup>3</sup> See [Garmin.com/BLE](http://Garmin.com/BLE) for a list of compatible smartphones

<sup>4</sup> Image stabilization applies only up to 1080/60fps

<sup>5</sup> Battery life varies based on usage

Please note: The ECCNs and Classification numbers provided represent the opinion of Garmin International, Inc. of the proper classifications for the products today (based on the original software and/or original hardware). Classifications are subject to change. Under the U.S. export regulations, the U.S. Government assigns your organization or client, as exporter/importer of record, the responsibility for determining the correct classification of any item at the time of export/import. Depending on the products, the customer, or the country of destination, an export license may be required by the Department of Commerce prior to shipment. The Department of Commerce's Bureau of Industry and Security (former Bureau of Export Administration) website (<http://www.bis.doc.gov>) provides information that might be useful to you in determining whether you need to obtain a license for a particular shipment. To be clear, if an item described above does require a validated export license, it would be the exporter's responsibility to obtain this license prior to exportation.