

January 5, 2016

# Product Update

## Garmin Connect™ Insights

You're stepping it up and moving more, but how are you going to make your fitness goals stick? Here's an idea: Tap into smart coaching with Insights from Garmin Connect. It's the only free app that gets to know you and then delivers the insights to help you beat yesterday.

Leveraging millions of hours of sleep and billions of steps logged every day, Garmin Connect Insights provide cues to help users reach health and wellness goals and shoutouts when milestones have been met. The smart insights also provide relevant healthy tips from experts and, for extra motivation, show users how they are doing in comparison to people like them. Garmin Connect Insights' personalized recommendations are pushed to users based on their Garmin Connect data.



Garmin Connect Insights. It's smart coaching, cues to move, motivation and more. It's us helping you beat yesterday.

### AVAILABLE AT LAUNCH

#### HIGHLIGHTS

Insights, including charts and graphs, tailored to you, based on your stats and habits, and backed by expertise from partners like Cleveland Clinic and the American Heart Association.

Give customers the "what does the data mean and what should I do about it"; also, its FREE!

A platform for the future; start with Wellness and expand into Fitness insights.

A dynamic, system driven process covering charts/graphs, some copy, linking to third party content.

Helps customer meet and exceed goals.

#### SLEEP

Benchmarking to your average duration, start/end, improvement and quality.

Implications of working out too closely to bedtime.

Implications of not enough sleep, too much sleep and perfect sleep.

#### STEPS

Will I meet my goal (%)?

Comparison to daily goal (met, exceeded or fell short).

Benchmarking to your average # of steps, day of week, weekly and people like you.

Implications to weight loss: loss, gain and maintain.

### ALL-NEW INSIGHTS LET YOU KNOW HOW YOU'RE DOING

