



BioLogic Press Release
FOR IMMEDIATE RELEASE

BioLogic Unveils Bluetooth Smart Speed/Cadence Sensor

**New sensor turns smartphone into full-featured cycling
computer**

Taipei, Taiwan – February 18, 2014 — BioLogic, a specialist in urban cycling gear, today announced its Bluetooth Smart Speed/Cadence Sensor, enabling cyclists to turn a smartphone into a full-featured cycling computer.

The sensor uses the latest Bluetooth 4.0 protocol found in iPhone and Android smartphones and is compatible with many popular cycling apps, including BioLogic BikeBrain for iPhone. A single CR2032 battery provides up to 700 hours of riding data for worry-free performance.

“This sensor, along with our Heart Rate strap and BikeBrain iPhone app, is all you need to turn your iPhone into a full-featured bike computer,” stated Eric Mah, BioLogic brand manager. “Viewing and capturing realtime ride metrics, such as pedaling cadence, is a great way to focus workouts and enhance your cycling experience.”

BioLogic also offers a range of bike mounts to attach iPhone and Android phones to bicycle handlebars.

The Bluetooth Smart Speed/Cadence sensor has a MSRP of US\$45.95 / €45.95 and will be available in the second quarter of 2014 through bicycle/sports dealers as well as on PremiumBikeGear.com.

BioLogic will display the Bluetooth Smart Speed/Cadence Sensor and other new products at the 2014 Taipei Cycle Show in booth M1019a.

Download high-resolution images here:

<http://photos.ternbicycles.com/p561549323>



The BioLogic Bluetooth® Smart Speed/Cadence Sensor



Press Photos:

High-resolution photos of BioLogic products for media use are available for download here:

<http://photos.ternbicycles.com/biologic>

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About BioLogic

BioLogic designs and manufactures gear for cycling and urban mobility.

BioLogic gear is distinguished by technical innovation and its most recent products transform an Apple iPhone into a powerful cycling computer.

BioLogic is committed to sustainable systems, and donates at least 1% of net profits every year to various social and environmental causes.

<http://www.thinkbiologic.com>

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