

## Software Fact Sheet

<b>About the Pivotal Living App</b>	<p>Smart technology should be accessible, approachable and inexpensive. That's why Pivotal Living was created – the (some might say “outrageously”) affordable wellness application. Using sensor technology input from a family of Pivotal Living products for increased accuracy or used as a standalone app, Pivotal Living software helps create smart lifestyle choices.</p>
<b>Software Features</b>	<p>The Pivotal Living mobile app tracks daily activities, such as the following:</p> <ul style="list-style-type: none"> <li>▪ Calories Burned</li> <li>▪ Total Steps</li> <li>▪ Distance</li> <li>▪ Daily Active Time</li> <li>▪ Percentage Met of Daily Goals</li> <li>▪ Sleep Length</li> <li>▪ Sleep Quality</li> <li>▪ Hydration</li> <li>▪ Weight</li> </ul>
<b>Goal Setting</b>	<p>In addition to general health monitoring and functionality, Pivotal Living serves as a motivational tool and helps track progress toward goals defined in the app. Goals can be set for steps taken, calories burned, distance traveled, and other key performance indicators. Within the Pivotal Living app, it is also possible to compare data against people of a similar age, gender or by location.</p>
<b>Teams</b>	<p>Create a custom Team for your family, a running club or a specific group of friends. The Team functionality allows users to motivate each other and push one another to reach defined goals in any of the feature sets available in the app. Pivotal Living allows people to join as many different Teams as they like, and gives members full control over which data – and how much data – is shared with others.</p>
<b>Accuracy</b>	<p>Pivotal Living software is a closed platform and was designed this way to protect members’ privacy, as well as ensure that the most accurate health and wellness data is being measured. The Pivotal Living app uses activity sensor data from a member’s mobile phone to reconcile the data returned from products like the Life Tracker 1 wellness band, and overlays this information every 20 minutes to corroborate basic health data for a higher degree of accuracy.</p>
<b>Socially Savvy</b>	<p>Everyone loves an accountability buddy! Easily find friends, family members or start a Team to get fit and meet goals. Cheer one another on or build a little friendly competition to make moving fun.</p>
<b>Compatibility</b>	<p>The Pivotal Living app works with iOS8 and Android 4.3+ phones and tablets.</p>
<b>Membership</b>	<p>The Pivotal Living lifestyle is available for an affordable \$12, which includes an annual membership and the Life Tracker 1 band. A step toward healthy living now costs less than the price of three grande lattes!</p>
<b>Availability</b>	<p>The Pivotal Living app can be ordered for Android and iOS for an annual \$12 membership. Orders placed before Dec. 10 will receive their corresponding Life Tracker 1 bands in time for the 2014 holidays. Visit <a href="http://www.PivotalLiving.com">www.PivotalLiving.com</a> for more information.</p>



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