



## The Next Big Thing - Sports Tracker turns your smartphone into a full-featured GPS sports computer with heart rate

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Helsinki, Finland–June 23, 2010–After cameras, MP3 players, radio, camcorders, navigation and social media applications have become mainstream features in mobile phones, the new Sports Tracker mobile application by Sports Tracking Technologies Ltd. turns Nokia smartphones into full-featured GPS sports computers.

The updated Sports Tracker mobile application is now paired with the new WearLink<sup>®</sup>+ transmitter with Bluetooth<sup>®</sup> heart rate belt from Polar, which brings cutting edge heart rate measurement to all Sports Tracker users, across all the supported 35 device models.

This is a new and long-awaited benefit for millions of Sports Tracker users, who have been waiting to unleash the state of the art heart rate monitoring capabilities on their Sports Tracker application.

The new Sports Tracker mobile application is available for free through the Ovi Store download link at [www.sports-tracker.com](http://www.sports-tracker.com). The Polar WearLink+ transmitter with Bluetooth accessory is available for direct online purchase at the Sports Tracker web store, starting June 23<sup>rd</sup>, 2010 at [shop.sports-tracker.com](http://shop.sports-tracker.com). Deliveries start July 1<sup>st</sup>, 2010.

*“For us, Polar - the number one choice for heart rate worldwide - is the best possible partner to develop the missing link between Nokia smartphones, the Sports Tracker application, our web community and the heart of the outdoor enthusiasts”, says Ykä Huhtala, CTO, Co-Founder, Sports Tracking Technologies Ltd.*

*“We are excited to bring the long-awaited heart rate monitoring capabilities to the hands of Sports Tracker users and compatibility to more than 100 million Nokia phones. We want to offer the best possible experience with a state-of-the-art heart rate transmitter, and we are happy to bring this accessory to the market together with Polar, the global leader in heart rate measurement technology”, says Jussi Kaasinen, CEO, Co-Founder, Sports Tracking Technologies Ltd.*

*“Many of our users are passionate about exercise and we are extremely happy that, together with the Polar heart rate transmitter, Sports Tracker is even closer to their hearts. Sports Tracker makes exercising even more enjoyable by providing valuable and motivating data about your performance”, says Antti Sorvari, Co-Founder, Sports Tracking Technologies Ltd.*

*“This launch with Sports Tracker will make pioneering Polar heart rate monitoring available to millions of sports trackers, enabling them to train at the right intensity to achieve their goals. Polar sees a growing demand for proven and reliable heart rate sensors that connect with mobile devices. Our heart rate transmitter utilizing Bluetooth transmission technology is the optimal solution for this area.” says Marko Möttönen, Accessories Segment Manager, Polar*

### About Sports Tracker

With free Sports Tracker application **mobile phone becomes a full-featured GPS sports computer**, keeping track of everything from calories burned while running to your average cycling speed over altitude. You get maps, time and distance calculators, step count, and even heart rate when you use a compatible Polar WearLink<sup>®</sup>+ transmitter with Bluetooth<sup>®</sup> accessory. All data is stored in a diary so you can chart your progress, find your strengths and weaknesses, and share with others.

The new release of Sports Tracker for Nokia touch-screen phones is one of the most downloaded applications in Nokia Ovi Store, together with YouTube, Skype and Opera, with downloads from more than 180 countries. **After millions of downloads worldwide, Sports Tracker now more successful than ever before.**

Sports Tracker is developed by Sports Tracking Technologies Ltd. together with an active user community. Join the discussion on [facebook.com/sportstracking](http://facebook.com/sportstracking) and [twitter.com/sportstracking](http://twitter.com/sportstracking).

## About Sports Tracking Technologies Ltd

We believe that **people will be healthier, happier, and more socially respected** when Sports Tracker helps them enjoy and stay motivated in exercising. Sports Tracker motivates users by tracking their outdoor activities, steering training with informative online data, and especially by getting support through sharing their activities and feelings with their friends in the Sports Tracker social community.

Sports Tracking Technologies Ltd is the category founder and leader of sports tracking applications and community in mobile phones and internet. For more information please visit [sports-tracker.com](http://sports-tracker.com).

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