

## **Garmin® and Disney bring motivation and imagination to the playground with the introduction of the vívofit® jr. 2 activity tracker for kids featuring Disney, Star Wars and Marvel**

**SYDNEY, Australia - 27 September 2017** — Garmin Australia, today announced the vívofit jr. 2 activity tracker<sup>1</sup> for kids with Disney, *Star Wars* and Marvel-themed bands and mobile app adventures. Featuring designs of kids' favorite characters including Minnie Mouse, BB-8™ and Marvel Avengers, each band theme offers a corresponding mobile app adventure where children can complete missions to advance in the journey and unlock new character step icons, with the help of their parents, by achieving 60 minutes of activity every day. This exciting collaboration leverages kids' favorite characters, encouraging children to be active, and ultimately shaping habits for lifelong health and fitness.

"The vívofit jr. 2 is all about making fitness fun for kids, instilling at a young age the joy of leading an active lifestyle," said Cliff Pemble, Garmin president and CEO. "We are honoured to team up in such a unique way with Disney, tapping into the brilliance of their creative storytelling experts. Through collaborating across the brands of Disney, *Star Wars* and Marvel and infusing their characters and stories into our product and mobile app, we're able to offer kids and their parents a gamified approach to fitness like no other."

"Disney is committed to creating healthier generations, and we've worked with Garmin to make healthy living fun with a wearable product featuring the characters and stories we know kids love," said Josh Silverman, executive vice president, global licensing, Disney Consumer Products and Interactive Media. "By combining Garmin's expertise in wearable technologies with Disney storytelling, we're entering a category with the potential to influence the way kids stay active."

Designed for comfort and 24/7 wearability, this swim-friendly<sup>2</sup> activity tracker features a customisable colour screen, a 1+ year battery life<sup>3</sup> and comes with one of two kid-tough band options: a stretchy band for smaller wrists or an adjustable band for older kids. The always-on color screen shows the time, the date, and even reminds kids to stay active with a move bar. In addition to tracking steps and sleep, the device measures active minutes, inspiring kids to meet the recommended 60 minutes of daily activity. Once this 60-minute goal is reached, kids can advance in new adventures, motivating them to do their best. Completing fitness goals also allows kids to unlock new character step icons, such as Minnie Mouse, BB-8, and Iron Man, which can be customised on the band display. Toe-to-Toe™ step challenge encourages friendly competition, letting kids initiate timed step competitions with their nearby friends who also sport a vívofit jr. 2 device.

The vívofit jr. 2 experience comes to life with the free companion app<sup>4</sup>, managed by parents, and each band design comes with a corresponding Disney, *Star Wars* or Marvel mobile app adventure. From this app, parents can review their children's daily activities and even assign chores which show up as icons on the device, perfect for kids who need reminders. For kids who tend to procrastinate, schedule alerts can be set up to nudge them to finish their homework or brush their teeth. Kids can use the task timer on the device so that they know how long they have left for each chore. The app allows for multiple profiles so parents and siblings with compatible Garmin devices can also have their steps listed on the step leaderboard, promoting healthy competition for the whole family.

Accessory bands are available for purchase separately, letting kids explore all three adventures by swapping out their band with a new one and unlocking a new adventure\*.

The three different app experiences include:

### **Mickey's Birthday Surprise: A Disney Adventure**

In this adventure, kids go alongside Minnie Mouse and her friends as they plan a surprise birthday party for Mickey Mouse. Decorate for the party with Daisy Duck, whip up the birthday cake with Goofy, and get everything ready without Mickey Mouse finding out!

### **BB-8's Adventure: A *Star Wars* Story**

In this adventure, kids go alongside BB-8 and the pilot Zepha as they tackle app adventures on the planet Jakku. Search abandoned starships for missing parts, meet Maz Kanata, and help rescue BB-8 from danger!

### **Ultron's Revenge: A *Marvel Avenger's* Mission**

In this adventure, kids go alongside Captain America and the Avengers as they tackle app adventures in New York City and try to defeat Ultron. Meet the invincible Iron Man at Tony Stark's lab, help Thor capture the mischievous Loki, and even accompany Black Widow on top secret S.H.I.E.L.D. missions.

The víovifit jr. 2 is available for purchase at retailers nationwide and has a recommended retail price of AU\$129.00 and \$45.00 for each additional band. The patterns vary by size, and include Minnie Mouse (Disney), BB-8, The Resistance, First Order™ (*Star Wars*) and Avengers (Marvel).

The ever-expanding Garmin fitness segment develops technologies to enhance and promote healthy and active lifestyles. Whether users are runners, cyclists, swimmers, multi-sport athletes, or simply looking to stay active throughout the day, there is a Garmin product that can help them reach their health and fitness goals.

For decades, Garmin has pioneered new devices and applications that are designed for people who live an active lifestyle. Garmin serves five primary business units, including automotive, aviation, fitness, marine, and outdoor recreation. For more information, visit Garmin's <http://www.garmin.com.au>, and [facebook.com/garminAU/](https://www.facebook.com/garminAU/)

\* Accessory bands and mobile app adventures are compatible with first generation víovifit jr. devices.

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

<sup>2</sup> Under typical use; battery life may vary depending on selected performance mode and usage

<sup>3</sup> See [Garmin.com/ataccuracy](http://Garmin.com/ataccuracy)

<sup>4</sup> When paired with a compatible Android™ 5 or Apple™ iOS 10 smartphone; see [Garmin.com/ble](http://Garmin.com/ble)

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### **About Garmin**

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### **About Disney Consumer Products and Interactive Media**

Disney Consumer Products and Interactive Media (DCPI) is the business segment of The Walt Disney Company (NYSE:DIS) that brings our Company's stories and characters to life through innovative and engaging physical products and digital experiences across more than 100 categories, from toys and t-shirts, to apps, books and console games. DCPI comprises four main lines of business: Global Licensing, Disney Retail, Publishing and Digital Media, and Games, Apps, and Connected Experiences. The segment is home to world-class teams of app and game developers, licensing and retail experts, a leading retail business (Disney Store), artists and storytellers, and technologists who inspire imaginations and bring the magic of Disney into the daily lives of families and fans around the world.

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