

## **FITBIT ONE**

*Fade into a product shot of a Fitbit One in silver and purple versions.*

ON SCREEN TEXT: Fitbit One  
Wireless Activity + Sleep Tracker

ON SCREEN TEXT: Get Fit. Sleep Better. All in One™.

FEMALE NARRATOR: Achieving better health and fitness can be challenging, especially when your life is busy.

*Cut to split screen of a man walking in the city during the day, and sleeping in bed at night.*

ON SCREEN TEXT: Get Fit : Sleep Better

FEMALE NARRATOR: Get fit and sleep better with the help of one little device, the Fitbit One.

*Cut to Man gets on the bus. Cut to close up of Man's trouser pocket. A Fitbit One is clipped to the pocket.*

ON SCREEN TEXT: Can be worn on  
Pocket  
Belt  
Bra

FEMALE NARRATOR: Its compact design fits easily in your pocket belt or bra.

*Cut to extreme close up of Man using the Fitbit One clipped to his trouser pockets. On screen graphics show the number of steps the Man has walked, his distance, and calories burned.*

ON SCREEN TEXT: TRACKS

FEMALE NARRATOR: It tracks steps, distance, and calories burned, encouraging you to walk further.

*Cut to the Man walking up a flight of stairs instead of using the escalator. On screen graphics show he has climbed 10 floors.*

ON SCREEN GRAPHICS: Tracks floors climbed  
for additional fitness goals

FEMALE NARRATOR: It even tracks the floors you climb to challenge you to do more.

*Cut to close up of man using his smartphone. The Fitbit app gives a notification, "Woah! You've earned the 1,000 lifetime miles badge!" The Man checks his leaderboard on the Fitbit app.*

ON SCREEN TEXT: Automatically syncs to  
computers and select  
Bluetooth 4.0 smartphones

ON SCREEN TEXT: Set goals  
Track trends  
Earn badges  
Check leaderboards

FEMALE NARRATOR: It automatically syncs to computers and select smartphones so you can set goals, track activity trends, earn badges, and compete with others to keep you motivated throughout the day.

*Cut to close up of salad in a convenience store refrigerator. Reverse shot of the Man looking at the salad and other options. Cut to the Man chooses the salad.*

*Cut to close up of the Man using his smartphone to log the food he's eaten.*

ON SCREEN TEXT: Free Fitbit iPhone & Android App  
Log Food and Workouts

FEMALE NARRATOR: You can even log food to help you make smarter decisions during the day.

*Cut to Man running on treadmill in the evening, he is sweating.*

ON SCREEN TEXT: Rain proof  
Splash proof  
Sweat proof

FEMALE NARRATOR: It's also rain, slash, and sweat proof.

*Cut to Fitbit One wirelessly syncing to computer. The man checks his in-depth stats on his computer.*

ON SCREEN TEXT: Set goals  
Track trends  
Log Food  
Earn badges  
Connect with friends

FEMALE NARRATOR: And wirelessly and instantly syncs to your Mac or PC. So you can gain deeper insights from your personal dashboard where you can see charts and graphs, badges earned, and your leader board.

*Cut to Man getting ready to go to bed. He wraps the Fitbit One onto his wrist. On Screen graphics show the Fitbit One tracking the quality of the man's sleep.*

ON SCREEN TEXT: TRACKS SLEEP

FEMALE NARRATOR: One also monitors your sleep, showing you how long, and how well you sleep.

Cut to Man sleeping next to his wife.

ON SCREEN TEXT: Silent Alarm –  
vibrates to wake you up  
(and not your partner)

FEMALE NARRATOR: Plus, it can gently vibrate to wake you up, and not your partner.

*Fades to a product shot of a slender Fitbit One in silver and purple versions.*

ON SCREEN TEXT: Fitbit One  
Wireless Activity + Sleep Tracker

ON SCREEN TEXT: Get Fit. Sleep Better. All in One™.

FEMALE NARRATOR: Turn your everyday life into a path to fitness, with Fitbit One.