FITBIT ZIP

Fade in, multiple Fibit Zip's in an assortment of colors against a white backdrop.

ON SCREEN TEXT: FITBIT ZIP
Get Fit. Have Fun. Meet Zip.

Female Narrator: Hard to squeeze fitness into your busy life?

Cut to a Woman gets ready for her day and clips a Fitbit Zip to her bra.

ON SCREEN TEXT: SMALL AND DISCREET
BELT
POCKET
BRA

FEMALE NARRATOR: Fitbit Zip makes fitness fun everyday.

FEMALE NARRATOR: It's small and discrete. You can wear it on your belt, pocket, or bra.

Cut to, the Woman chases her kids around the kitchen. On screen graphics show a Fitbit Zip tracking her steps.

ON SCREEN GRAPHICS: FIT EXERCISE
INTO EVERYDAY LIFE

Cut to the Woman walks towards her car. She checks her Fitbit Zip.

ON SCREEN TEXT: small daily decisions = BIG RESULTS

FEMALE NARRATOR: Zip helps you use your daily routine to get more fit. It encourages you to make small decisions to move more during the day.

Cut to a close up of the Woman checking her Fitbit Zip. On screen graphics show the Fitbit Zip tracking her information.

ON SCREEN TEXT: TRACK
STEPS
DISTANCE
CALORIES BURNED

FEMALE NARRATOR: See your steps, distance, and calories burned so you can set goals and track progress.

Cut to, Woman walks out of coffee shop using her smartphone. On screen graphics show her checking the Fitbit app.

ON SCREEN TEXT: 1. Log Food
2. Track Trends
3. Check Leaderboard &
4. More

FEMALE NARRATOR: Using the free Fitbit app you can log your meals and check your calories. See activity trends in your leaderboard to see how you're doing versus your friends.

ON SCREEN TEXT: SYNCS WIRELESSLY
to computers and
select Bluetooth 4.0
smartphones

FEMALE NARRATOR: Zip automatically syncs to computers and select smartphones.

Cut to, Woman is at her work desk and receives a notification from the Fitbit app.

ON SCREEN TEXT: Tom said:
I'm passing you in steps honey!

Cut to close up of the Woman reviewing the challenge on the Fitbit app.

ON SCREEN TEXT: Tom said:
It's go time! Bring it!

FEMALE NARRATOR: Connect and share with friends for a little healthy competition.

Cut to Woman getting up from her desk and time lapse of her walking around the office.

ON SCREEN TEXT: Connect with Friends to
SHARE and COMPETE

On screen graphics show the woman competing with her friends on the Fitbit app.

FEMALE NARRATOR: You can send personal messages to friends to encourage them.

Cut to Woman is in the park with friends on a sunny day, she is checking her Fitbit App.

ON SCREEN TEXT: Receive Messages
                        when near or achieving daily goals

FEMALE NARRATOR: Get notifications when you're near your goals.

Woman decides to be active and play with her son. Cut to Woman checks her iPhone, she has received a badge from Fitbit.

ON SCREEN TEXT: EARN BADGES FOR DAILY,
                        LIFETIME FITNESS ACHIEVEMENTS

FEMALE NARRATOR: And, celebrate when you reach them.

Woman high-fives her son in celebration.

Cut to the Woman jogging around a suburban neighborhood.

ON SCREEN TEXT: SPLASH PRROF
                        RAIN PROOF
                        SWEAT PROOF

FEMALE NARRATOR: Zip is splash, rain, and sweat proof.

Cut to the Woman checking her Fitbit stats on her computer. On screen graphics show the Fitbit Zip wirelessly syncing to the computer.

ON SCREEN TEXT: Syncs Wirelessly

FEMALE NARRATOR: It wirelessly syncs with your free online dashboard so you can track your activity trends, log food and workouts, see what badges you've earned, and see how your friends are doing.

The Woman browses her Fitbit page.

ON SCREEN TEXT: TRACK ACTIVITY
                        LOG FOOD AND WORK-OUTS
                        SEE BADGES EARNED

Cut to Woman compares the steps on her Fitbit Zip to her husband's. The Woman decides to get up and walk around, giving her more steps counted on her Fitbit Zip. On screen graphic shows her Fitbit Zip tracking her steps. The woman celebrates.

FEMALE NARRATOR: Turn everyday life into an awesome path to fitness.

Cut to product shot of a colorful Fitbit Zip against a white background.

ON SCREEN TEXT: Get Fit. Have Fun. Meet Zip.

ON SCREEN TEXT: FITBIT ZIP
                              Wireless Activity Tracker

FEMALE NARRATOR: Get fit, have fun, with Zip.

Fade out.