

## **FITBIT FLEX**

*Quick cuts between people snapping Fitbit Flex onto their wrists, and close ups of shoes walking briskly past camera.*

MALE NARRATOR: Every step you take.

MALE NARRATOR: Every goal you set.

*Cut to close up of someone's hand using their iPhone to check their Fitbit statistics.*

MALE NARRATOR: Every choice you make to be active,

*Cut reveals the iPhone belongs to a professionally dressed young man walking energetically down a city sidewalk.*

MALE NARRATOR: Adds up to a healthier, more awesome, you!

*Cut to young family playing in sprinklers. Mom chases the kids around.*

MALE NARRATOR: Flex encourages you to get out and move...everyday!

*Cut to close up of Mom's wrist where a Fitbit Flex is wirelessly syncing. On screen graphics show a syncing progress bar.*

ON SCREEN TEXT: Syncing

*Cut to Mom's phone inside receiving data wirelessly from her Fitbit Flex. On screen graphics show Mom's Fitbit statistics. Cut to computer wirelessly syncing with Fitbit Flex. On screen graphics show more in depth data and charts.*

MALE NARRATOR: By keeping your stats synced to Fitbit's mobile, and online tools, automatically, in real time.

*Cut to an athletic man walking towards a subway entrance.*

MALE NARRATOR: It's the perfect companion to your lifestyle.

*The athletic man turns back and looks towards the sidewalk. On screen graphics appear showing him how many more steps he will take if he walks. The man decides to walk instead of use the subway.*

MALE NARRATOR: It reminds you to make little changes that go a long way.

*Cut to close up of the athletic man's hand using the Fitbit app on his Samsung Galaxy smartphone as he continues walking. He is wearing a Fitbit Flex. He checks his Fitbit statistics against his friends. Onscreen graphics show his friends statistics. Cut to medium shot of the athletic man continuing to walk, his smiles, and picks up his pace. Cut to close up of a wrist with a Fitbit on it.*

MALE NARRATOR: So you can show your friends what's up, and crush your goals.

*Cut reveals the Fitbit Flex is on a young man taking a vigorous run. On screen graphics show the Fitbit tracking the number of miles he has ran. He crosses the 4 mile mark.*

MALE NARRATOR: Flex keeps you connected to your fitness goals whenever you're active.

ON SCREEN TEXT: Goal Achieved!

*Cut to close up of a Fitbit Flex on a static wrist. Cut reveals the young woman wearing the Fitbit Flex is asleep in bed.*

MALE NARRATOR: And, even when you're not.

*On screen graphics show the Fitbit tracking how long the woman has been asleep and how many times she has awoken.*

MALE NARRATOR: Helping you sleep better, and feel better.

*Fade to product shot of Fitbit Flex against a clean white interior.*

ON SCREEN TEXT: FITBIT FLEX  
Crush your fitness goals.

MALE NARRATOR: Flex from Fitbit.

ON SCREEN TEXT: FITBIT

*Fade out.*