



## BACKGROUND

Founded in 1980, Scosche Industries is an award-winning innovator of consumer technology, power sports and car audio products - committed to delivering superior quality, exceptional value and unmatched customer service. Scosche is also maker of the award-winning Rhythm+ heart rate monitor armband, which is widely regarded as one of the best heart rate monitors for sports & fitness on the market today. This is the story of the Rhythm+.



## CUSTOMER SUCCESS SUMMARY



### CHALLENGE:

Create an accurate biometric wearable to take market share from ECG chest straps.



### SOLUTION:

Valencell biometric sensor systems, testing lab, and team expertise.



### RESULTS:

The Scosche Rhythm+ continues to be one of the best optical heart rate monitoring products available today.

## CHALLENGE



In 2013, Scosche launched the original Rhythm armband pulse monitor, but it was not well received by the market, product reviewers and customers. "One-star reviews on Amazon can really hurt a product's sales," said Jon Ham, Sales and Marketing at Scosche Industries.

However, the feedback on the product from early customers gave Scosche an indication that there was potential for success in this product category. The market opportunity appeared to be in providing a more comfortable and easy-to-use replacement for the millions of ECG chest straps that runners and athletes purchased every year.

So they went about building the next generation Rhythm product and addressing some of the key issues with the original – a product that would come to be known as the Rhythm+.

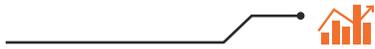
## SOLUTION



One of the primary challenges with the original Rhythm armband was the accuracy of the heart rate monitor, particularly during sports & fitness activities, which was the device's primary use case. To solve that problem in the Rhythm+, Scosche partnered with Valencell to integrate its highly accurate, patent-protected biometric sensor technology into the device.

"Valencell quite simply has the best heart rate sensor technology available today. But it's much more than just the technology itself. It's the complete solution that integrates technology, robust testing and validation, and manufacturing expertise that sets Valencell apart. Working with them has helped us create one of the most awarded, super-accurate, and most comfortable heart rate monitors on the market," said Steven Sawyer, Product Development Manager, Scosche Industries.

## RESULTS



Scosche has seen remarkable results with the Rhythm+

- More than 4 years after its launch, the Rhythm+ continues to be the most accurate optical heart rate monitoring device on the market.
- Fantastic product reviews
  - > The Rhythm+ has an average rating of 4-out-of-5 stars on Amazon with more than 1400 reviews to date.
  - > World renowned wearable tech expert DC Rainmaker uses the Rhythm+ as a benchmark to compare the heart rate accuracy of other wearable devices.
 

“In the last two weeks this has become my primary and singular running heart rate monitor...I just love it.”

*Ray Maker, DCRainmaker.com*
- Sales are now doubling year-over-year
- Large new customers – The Rhythm+ has enabled Scosche to win large new customers, including Orangetheory Fitness, which is using the Rhythm+ as the only optical heart rate monitoring product in their studios.
- Award winning product – The Rhythm+ won the 2015 TWICE VIP (Very Important Product) award at CES 2015
- Foundation for next generation products – Scosche is now building on the success of the Rhythm+ with a next generation product (Rhythm24) launching in 2018 and has already seen strong reviews

## WHY WORK WITH VALENCELL?



**Great technology** - Valencell's technology has proven to be some of the most accurate wearable heart rate sensor technology available today. They offer a complete biometric sensor system, including all the hardware and software required for highly accurate measurement of heart rate and other biometrics. And the technology is supported by the most highly-cited IP portfolio in wearable PPG.



**Biometrics testing lab** – a key part of launching a successful biometric wearable product is testing the device during the product development cycle. Valencell's Biometrics Lab is a world-class testing facility that puts customers' product prototypes through a battery of testing protocols and activity sets. The data is then analyzed and validated to determine real-world accuracy and identify improvements to product design and performance.



**Valencell team** – Valencell has been involved in over 50 different product development cycles for wearable devices and their team's expertise in integrating biometric sensor technology into wearables is unmatched. This was important to Scosche to ensure success of the Rhythm+



**Technology roadmap** – It's extremely important for Scosche to lead the charge in advanced capabilities for biometric wearables. Valencell continues to invest in R&D and innovation to make new capabilities possible in wearable devices. This provides Scosche a robust technology roadmap to draw from in building next generation biometric wearables.



**Aligned objectives** – Valencell makes money only if Scosche has a successful product, so the companies' objectives and motivations are aligned for a successful partnership.

## ABOUT VALENCELL

Valencell produces the most accurate wearable biometric sensor systems in the world and provides this patent-protected technology to consumer electronics manufacturers, mobile device and accessory makers, medical device makers, sports and fitness brands and gaming companies for integration into their products. Protected by more than 60 granted patents and more than 100 patents pending, Valencell's technology can be used in wearables and hearables for virtually anyone, anywhere, doing anything. Their technology is scalable to multiple form-factors such as earbuds, smartwatches, armbands and wrist devices and is currently integrated into more biometric wearable devices than any other technology provider in the world.

