



GARMIN®

GARMIN®

PRESENT

VÍVOFIT® JR. 3

KIDS FITNESS TRACKER

NEW PRODUCT ANNOUNCEMENT

OVERVIEW | FEATURES | CONFIGURATIONS
SPECIFICATIONS | COMPATIBILITY

MARKETING MEMO

October 15, 2020

VÍVOFIT® JR. 3 KIDS FITNESS TRACKER



PRODUCT OVERVIEW:

Adventure awaits your kiddos with the vivofit jr. 3 fitness tracker for kids. Featuring a colourful display and design along with unique fitness tracker display options, this kid-tough, swim-friendly¹ fitness tracker has a user-replaceable battery that gets up to 1 year of battery life. With it, kids will have a blast exploring the different app adventures² and mini games by completing 60 minutes of daily activity. Parents can use the app on their compatible smartphone to monitor steps, sleep and active minutes³, manage and assign chores, set timers and even give rewards to positively reinforce good behavior. Motivate kids to keep moving with new timed activities, and even challenge friends to Toe-to-Toe™ step challenges⁴. And for a little peace of mind, quickly see your child's emergency contact phone number right on vivofit jr. 3.



Disney and Marvel

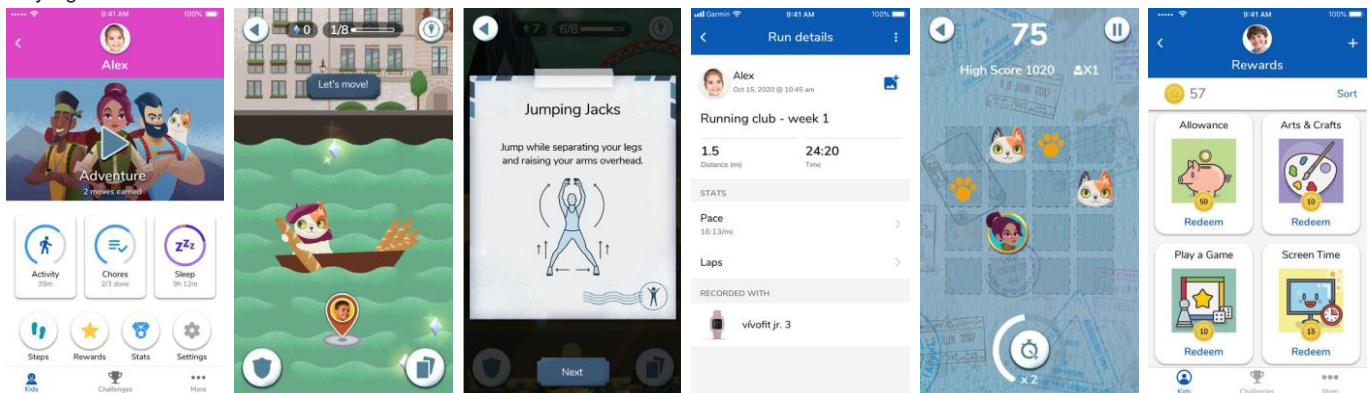


KEY FEATURES:

NEW	TIMED ACTIVITIES	Timed activities let you track your kid's steps ³ and estimated distance during playtime, soccer practice and anything else you can think of; view saved activities later in the Garmin Jr.™ app ²
NEW	ICE CONTACTS	Quickly access your kid's emergency contact information with the ICE (in case of emergency) widget
NEW	UPDATED FITNESS TRACKER DISPLAY	Larger display and square design makes it easier to see all your stats right on your device. Depending on the device purchased, there will be many fitness tracker display options to choose from some of which are Garmin inspired, Disney princess inspired or feature your favourite Marvel Avengers
	KIDS FITNESS TRACKER	See the full picture by tracking your kid's steps, sleep and 60 minutes of daily recommended activity ³ — available in many different band styles
	APP ADVENTURES	Motivates kids to achieve active minute goals that unlock entertaining app adventures, games and icons ² . See below for more details.
	BATTERY LIFE	Up to one year battery life. No recharging needed; battery is user replaceable
	COLOUR DISPLAY	Always-on, sunlight-readable colour display includes personalized kids fitness tracker display options and character step icons kids can unlock by completing missions on the app adventures
	FREE PARENT MOBILE APP²	From the app, add profiles for multiple kids to see their steps, sleep, daily activities and chore data when it syncs to your mobile device; app also includes Kid Mode, which includes games such as the tap challenge game
	KID-TOUGH	Comfortable, durable, and adjustable band is resistant to staining or fading
	CHORES	For easy chore management, parents can use the Garmin Jr. app to assign tasks, schedule alerts and alarms, and reward kids for good behavior ²
	REWARDS	Kids earn virtual coins by completing chores that can be redeemed for agreed-upon rewards with parents
	SWIM FRIENDLY³	Swim, 5 ATM water resistance
	TOE-TO-TOE™ STEP CHALLENGES	Challenge other kids or family members to some friendly competition, and also compete in individual timed events

GARMIN WORLD TOUR APP ADVENTURE:

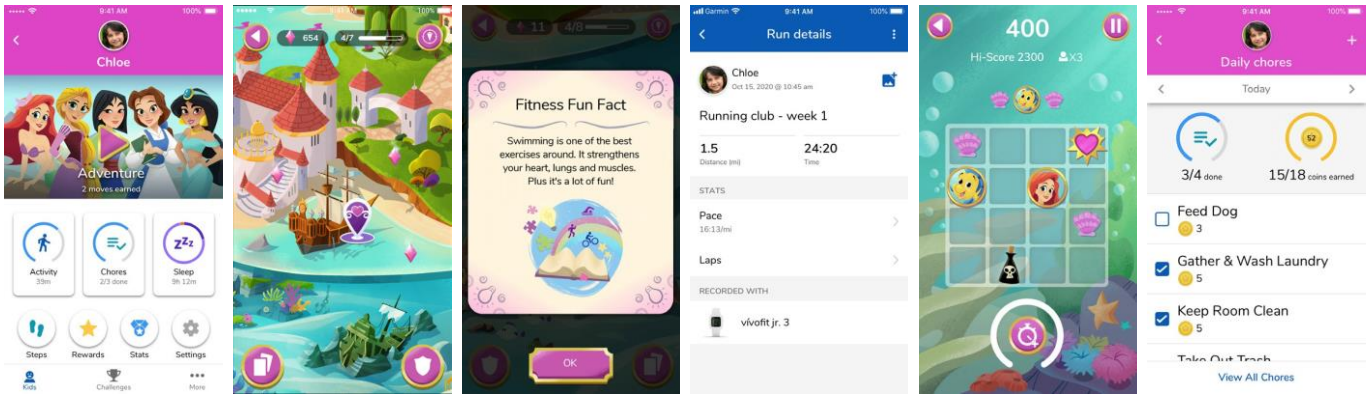
Every day, kids have a chance to progress in the Garmin World Tour as they reach their daily 60-minute activity goals, inspiring them to do their best. With you as their helper, your child will unlock fascinating new locations, take educational pop quizzes and fill in their virtual scrapbook with memories of their amazing adventures. They'll explore the pyramids of ancient Egypt, learn fitness moves that will help keep them warm in Antarctica and even encounter sharks in the Great Barrier Reef. The more they meet — and exceed — their activity goals, the more of the story they'll get to see.



ADDITIONAL APP ADVENTURES:

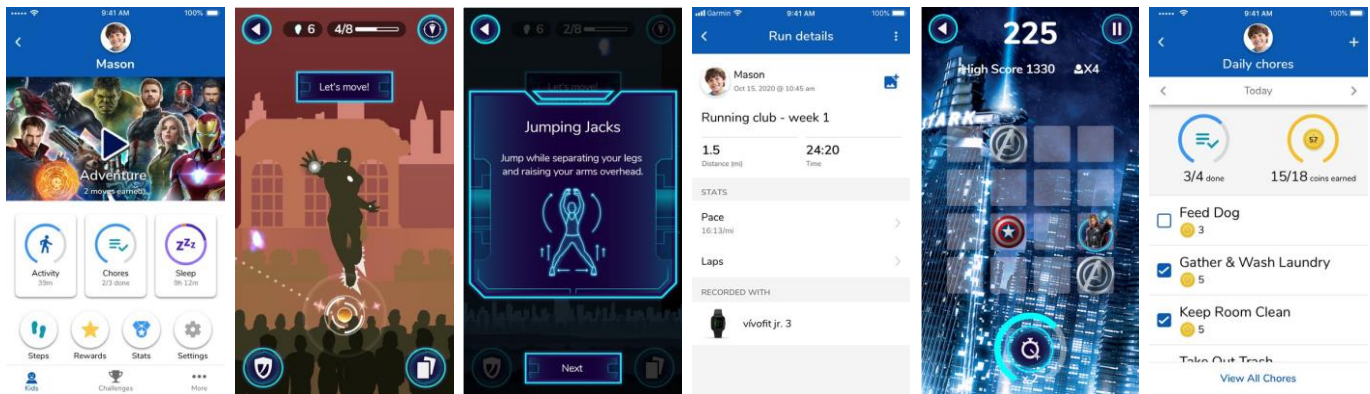
MAGICAL KINGDOMS: A DISNEY PRINCESS ADVENTURE:

Every day, kids have a chance to progress in Magical Kingdoms: A Disney Princess Adventure as they reach their daily 60-minute activity goals, inspiring them to do their best. With you as their helper, your child will unfold new adventures and explore magical kingdoms alongside Ariel, Belle, Jasmine, Mulan and Rapunzel. They'll help Rapunzel and Flynn Rider escape Mother Gothel, save the Emperor with Mulan and even explore the Cave of Wonders with Jasmine. The more they meet — and exceed — their activity goals, the more of the story they'll get to see.



INFINITY SAGA: A MARVEL STUDIOS ADVENTURE:

Every day, kids have a chance to progress in Infinity Saga: A Marvel Studios Adventure as they reach their daily 60-minute activity goals, inspiring them to do their best. With you as their helper, your child will unfold new adventures and relive the most exciting moments of the Infinity Saga alongside their favorite Marvel heroes. They'll help the Avengers stop Loki's destructive plans, save the world from Ultron and even travel through the quantum realm to take back the Infinity Stones and defeat Thanos. The more they meet — and exceed — their activity goals, the more of the story they'll get to see.



VÍVOFIT® JR. 3 KIDS FITNESS TRACKER

**NEW PRODUCT
ANNOUNCEMENT**

PRODUCT CONFIGURATIONS:



INCLUDES	COUNTRY OF ORIGIN
vivofit jr. 3, adjustable band, documentation	Made in Taiwan.

DESCRIPTION	SKU	UPC
vivofit jr. 3, Digi Camo	010-02441-00	753759263546

DESCRIPTION	SKU	UPC
vivofit jr. 3, Lilac Floral	010-02441-01	753759263553

DESCRIPTION	SKU	UPC
vivofit jr. 3, Blue Stars	010-02441-02	753759263560

DESCRIPTION	SKU	UPC
vivofit jr. 3, Disney Princess	010-02441-12	753759263591

DESCRIPTION	SKU	UPC
vivofit jr. 3, Disney, The Little Mermaid	010-02441-13	753759263607

DESCRIPTION	SKU	UPC
vivofit jr. 3, Black Panther	010-02441-10	753759263577

DESCRIPTION	SKU	UPC
vivofit jr. 3, Iron Man	010-02441-11	753759263584

DKK
749

PACKAGING SPECIFICATIONS:



vivofit jr. 3	
Unit weight:	0.88 oz (25 g)
Gift box dimensions (WxHxD):	3.3" x 5.3" x 3.0" (8.5 x 13.5 x 7.5 cm)
Gift box weight:	3.3 oz (94 g)
Master carton dimensions (WxHxD):	12.1" x 13.5" x 15.1" (30.7 x 34.2 x 38.3 cm)
Master carton weight:	11.5 lbs (5.2 kg)
Master carton quantity:	36

PHYSICAL SPECIFICATIONS:

vívofit jr. 3	
Strap Material:	Silicone
Physical size:	Fits wrist 13-17.5cm (ages 4+)
Colour display:	Yes
Display size:	0.56" x 0.56" (1.41 x 1.41 cm)
Display resolution:	112 x 112 pixels
Display type:	Sunlight-visible, transfective 64-colour memory-in-pixel (MIP)
Battery life:	Up to 1 year (1 x CR2025 user-replaceable)
Memory/History:	7 timed activities, 14 days of activity tracking data

NEW ACCESSORY BANDS:

Each accessory band includes code to unlock exclusive app adventures.

DIGI CAMO BAND



SKU: 010-12469-40
UPC: 753759263683
RRP: DKK 249

LILAC FLORAL BAND



SKU: 010-12469-41
UPC: 753759263690
RRP: DKK 249

BLUE STARS BAND



SKU: 010-12469-42
UPC: 753759263706
RRP: DKK 249

DISNEY PRINCESS BAND



SKU: 010-12666-42
UPC: 753759263706
RRP: DKK 249

DISNEY THE LITTLE MERMAID BAND



SKU: 010-12666-43
UPC: 753759263744
RRP: DKK 249

MARVEL BLACK PANTHER BAND



SKU: 010-12666-40
UPC: 753759263713
RRP: DKK 249

MARVEL IRON MAN BAND



SKU: 010-12666-41
UPC: 753759263720
RRP: DKK 249

For additional compatible accessory bands please visit Garmin.com.

*See Garmin.com/waterrating

**Requires Garmin Jr.™ app loaded on parent's compatible smartphone paired to vívofit jr. 3; see Garmin.com/ble

**See Garmin.com/ataccuracy

**Requires Toe-to-Toe™ app loaded on parents compatible smartphone paired to a compatible Garmin device; see Garmin.com/ble

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