



.....

VÍVOFIT® JR. 3

KIDS FITNESS TRACKER

NEW PRODUCT ANNOUNCEMENT

OVERVIEW | FEATURES | CONFIGURATIONS
SPECIFICATIONS

MARKETING MEMO

October 15, 2020



PRODUCT OVERVIEW:

Your kiddos can explore their world with the vívofit jr. 3 fitness tracker for kids. Featuring a swim-friendly¹ colourful display with multiple watch face options, this kid-tough tracker has a user-replaceable battery that gets up to 1 year of battery life. With it, kids can uncover educational, globe-trotting 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 behaviour. 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 vívofit jr. 3.

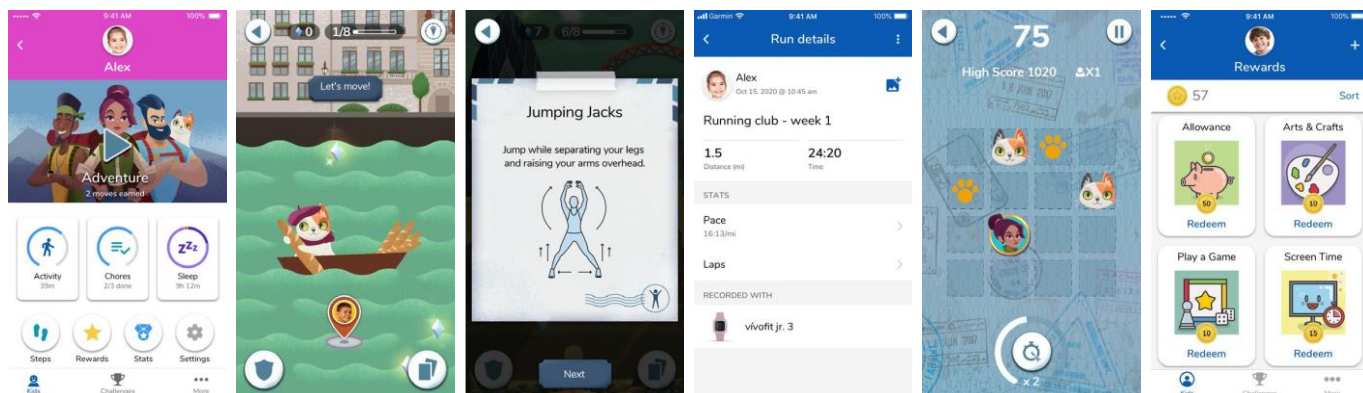


KEY FEATURES:

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 WATCH FACE	Larger watch face and square design makes it easier to see all your stats right on your device
	KIDS FITNESS TRACKER	See the full picture by tracking your kid's steps, sleep and 60 minutes of daily recommended activity ³ — available in three band styles: Digi Camo, Lilac Floral and Blue Stars
	GARMIN WORLD TOUR APP ADVENTURES	Kids fitness tracker includes an interactive app experience that lets kids go on a Garmin World Tour; kiddos can tour and take educational quizzes about the exciting new places they uncover ²
	APP ADVENTURES	Motivates kids to achieve active minute goals that unlock entertaining app adventures, games and icons ²
	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 watch face 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:

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.



PRODUCT CONFIGURATIONS:



INCLUDES	COUNTRY OF ORIGIN	
vívofit jr. 3, adjustable Digi Camo band, documentation	Made in Taiwan.	
DESCRIPTION	SKU	UPC
vívofit jr. 3, Digi Camo	010-02441-00	753759263546



INCLUDES	COUNTRY OF ORIGIN	
vívofit jr. 3, adjustable Lilac Floral band, documentation	Made in Taiwan.	
DESCRIPTION	SKU	UPC
vívofit jr. 3, Lilac Floral	010-02441-01	753759263553



INCLUDES	COUNTRY OF ORIGIN	
vívofit jr. 3, adjustable Blue Stars band, documentation	Made in Taiwan.	
DESCRIPTION	SKU	UPC
vívofit jr. 3, Blue Stars	010-02441-02	753759263560

DKK
699

PACKAGING SPECIFICATIONS:



vívofit 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: (WxHxD):	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

For additional compatible accessory bands please visit Garmin.com.

¹See Garmin.com/waterrating

²Requires Garmin Jr.™ app loaded on parent's compatible smartphone paired to vívofit® jr. 3; see Garmin.com/ble

³See Garmin.com/ataccuracy

⁴Requires Toe-to-Toe™ app loaded on parents compatible smartphone paired to a compatible Garmin device; see Garmin.com/ble

Please note: The ECCNs and Classification numbers provided represent the opinion of Garmin International, Inc. of the proper classifications for the products today (based on the original software and/or original hardware). Classifications are subject to change. Under the U.S. export regulations, the U.S. Government assigns your organization or client, as exporter/importer of record, the responsibility for determining the correct classification of any item at the time of export/import. Depending on the products, the customer, or the country of destination, an export license may be required by the Department of Commerce prior to shipment. The Department of Commerce's Bureau of Industry and Security (former Bureau of Export Administration) website (<http://www.bis.doc.gov>) provides information that might be useful to you in determining whether you need to obtain a license for a particular shipment. To be clear, if an item described above does require a validated export license, it would be the exporter's responsibility to obtain this license prior to exportation.