

Get a watch that gives you more with Fitbit Ionic—a motivating new timepiece packed with fitness guidance, smart experiences, music storage, apps, payments & more.





**DYNAMIC PERSONAL COACHING** On-screen workouts give you guidance through every move & adapt based on your feedback



STORE & PLAY MUSIC

Store and play 300+ songs, plus download playlists from Pandora.\*



**BUILT-IN GPS** See real-time pace and distance on display during outdoor runs & rides.



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**PUREPULSE® HEART RATE** Get continuous, automatic heart rate

tracking & real-time heart rate zones.



MULTI-DAY BATTERY Enjoy a battery life of 4+ days & up to 10 hours when using GPS.\*\*

**POPULAR APPS & NOTIFICATIONS** Instantly access call, text and calendar alerts & apps for weather, sports and more.



NFC chip lets you access your credit cards to pay on-the-go with a few simple swipes.



ALL-DAY ACTIVITY Track steps, distance, calories burned, floors climbed, active minutes & hourly activity.



**SLEEP STAGES & INSIGHTS** 

Automatically track time in light, deep and REM sleep & get personalized insights.



MULTI-SPORT & SMARTTRACK<sup>™</sup> Use workout modes for real-time stats on screen or automatically track exercise with SmartTrack.



INTERCHANGEABLE BANDS

Switch your band from day to night with sleek accessories in leather & sport. *Sold separately.* 



WIRELESS SYNCING

Automatically sync stats to 200+ leading iOS, Android and Windows devices.

\* A Pandora subscription is required to download playlists.

\*\* Battery life and charge cycles vary with use, settings, and other factors; actual results will vary.





### ★ Work out in a whole new way

With personalized on-screen workouts, built-in GPS, continuous heart rate, run detect and more, lonic was designed to elevate your fitness experience.



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Ionic stores and plays 300+ songs—including playlists from Pandora—giving you the extra edge you need to tackle tough workouts.



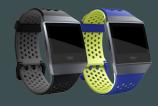
### Better battery, more **convenience**

Get instant access to your favorite apps, key notifications like calls and texts & make payments from your watch—all with a 4+ day battery life.

# Find your **style**.



**Fitbit Ionic** Blue Gray & Silver Slate Blue & Burnt Orange Charcoal & Graphite Gray \$299<sup>95</sup>



**Sport Bands** Black & Charcoal Sport Cobalt & Lime Sport \$29<sup>95</sup>



Perforated Leather Accessory Bands Cognac Horween Leather Midnight Blue Horween Leather \$5995