



Stir Connects Fitbit with The World's First Learning, Connected Desk

The Stir Kinetic Desk now includes Fitbit integration to track fitness activity & optimize workplace health and productivity

June 5, 2014 – Los Angeles, CA — The Stir Kinetic Desk, the world's only learning, height-adjustable desk, began shipping earlier this year, and now includes an added bonus: Fitbit connectivity. Fitbit devices that integrate include the [Fitbit Flex](#), [Fitbit One](#) and [Fitbit Zip](#). With this new connection, the Stir Kinetic Desk can automatically send data to the user's Fitbit dashboard via the desk's built-in Wi-Fi. The logs show the user's time standing, as well as extra calories burned from that activity, giving them additional information they can leverage to improve their health and wellness. At launch, the first production run of the Stir Kinetic Desk sold out in a matter of weeks. Feedback from customers has been overwhelmingly positive, with 100% of owners giving the desk a positive review, 8 out of 10 reporting that they "love" the product, and 5 star ratings across the board for look, functionality, quality, and service.

For Fitbit devices with display screens (Fitbit One or Fitbit Zip), calories burned standing at the Stir Kinetic Desk will be added to the total calorie count displayed on the device. Over time, data from Fitbit devices, such as steps taken, distance traveled and active minutes, will also be viewable on the Stir Kinetic Desk capacitive touchscreen. These updated features, along with other software updates, will be delivered to all Stir users automatically.

"Our goal is to increase movement, productivity, health, and inspiration at work by leveraging cutting-edge health tracking software and devices." Said Stir CEO JP Labrosse. "Market-leader Fitbit has been a pioneer in enabling users to quantify their health, with a diverse product family that helps people reach their fitness goals by motivating them to move more, and this integration has been part of our roadmap since day one."

"As we look for seamless locations to measure important health data and provide useful feedback towards personal wellness, the desk represents a new and exciting palette upon which to develop new applications." Said Stir investor and serial biomedical entrepreneur Josh Makower, "The Stir platform represents the next significant domain in the workplace for individual health management."

The Stir Kinetic Desk features a built-in touch screen that lets users seamlessly transition between sitting and standing positions with a simple double tap. Using a thermal presence sensor, activity tracking software and a Wi-Fi connection, the Stir Kinetic Desk learns users' habits and adapts to their daily routine to optimize fitness and productivity. Users receive data on calories burned, time spent standing vs. sitting and other quantified statistics, displayed on the built-in screen.

Launched in late 2013, Stir is currently taking orders for the second run of the Stir Kinetic Desk, slated to ship this spring. The Stir Kinetic Desk retails for \$3,890. Customers can reserve theirs at www.stirworks.com.



About Stir:

The Stir team includes alums of Apple, IDEO and Humanscale. The company's founder and CEO, J.P. Labrosse, was part of the original iPod team at Apple, and sold his last startup, RayTracker, to First Solar. The company's flagship product, the Stir Kinetic Desk, brings one of the most common and unchanging pieces of any office into the modern, connected era, with a focus on improving and quantifying personal health. The Stir Kinetic Desk combines the best features of health-focused connected devices with adaptive home/office automation to create an entirely new work experience focused on creating a balanced and inspired lifestyle. The company is based in Los Angeles, CA and is privately funded. The Stir Kinetic Desk is designed and built in the USA.

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