**24/7 Continuous Heart Rate Now Available on Polar M430 GPS Running Watch**



**Kempele, Finland – August 31, 2017 –** [Polar](https://www.polar.com/), the leader in heart rate sensors, activity trackers and wearable sports technology, announces the availability of [Continuous Heart Rate](https://www.polar.com/en/continuous-heart-rate-tracking) tracking on their latest running watch, [Polar M430](http://www.polar.com/M430). Polar M430 is available now for $229/€229 at <http://www.polar.com/M430>.

**24/7 Continuous Heart Rate**

* Continuous wrist-based heart rate automatically measures heart rate (at a minimum frequency of every five minutes) during rest and physical activity to deliver a complete picture of the day’s activity.
* Recognizes when users move at higher levels of activity (e.g. walking, running) and will automatically measure heart rate at a higher resolution.
* Detects periods of inactivity and captures resting heart rate.
* Combines this daily data to provide immediate guidance toward reaching activity goals, which users may reach faster due to the new level of precision of Polar’s latest fusion of heart rate and activity algorithm.
* Detailed daily overview and heart rate variation is available in real-time in the Polar Flow App, which may show changes in heart rate linked not just to physical activity, but also emotion and stress.
* With Polar Flow, users can examine their heart rate in motion and at rest, access Polar’s [Smart Coaching](https://www.polar.com/en/smart_coaching/features/training_benefit) features for additional guidance and gain feedback on specific activities with insights from [Activity Benefit](https://www.polar.com/en/smart_coaching/features/activity_benefit), [Smart Calories](https://www.polar.com/en/smart_coaching/features/smart_calories) and [Training Benefit](https://www.polar.com/en/smart_coaching/features/training_benefit).

**Polar M430 Running Watch**

* Features Polar’s proprietary 6-LED wrist-based heart rate monitor as well as integrated GPS and unique personalized and adaptive training guidance programs for entry level up to serious, goal-driven runners.
* Offers [Polar Smart Coaching](https://www.polar.com/us-en/smart_coaching) features such as daily activity, smart calories, Training Load, Training Benefit, Fitness Test and Running Index (running vo2 Max).
* Tracks metrics such as heart rate, speed, distance, pace, sleep and training load.
* Delivers motivating, insightful feedback immediately after your run directly on your watch.

**About Polar:**

Polar is the innovator in heart rate monitoring, activity and sleep tracking and GPS sports training solutions for elite athletes, coaches and active fitness enthusiasts. For over 40 years, we have helped athletes understand, track and improve their performance. Our award-winning product range includes pioneering sports wearables that work elegantly with Polar training apps and cloud services.   
  
Headquartered in Finland, Polar is a privately held company that operates in more than 80 countries. Polar products are sold through over 35,000 retailers globally. For more information, please visit polar.com.

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