

SMART FITNESS WATCH



Get fit in style with Fitbit Blaze—a smart fitness watch designed to help you maximize every workout and every day with revolutionary features like PurePulse heart rate, Connected GPS, on-screen workouts, smartphone notifications and more.





PUREPULSE™ HEART RATE

Continuous, automatic, wrist-based heart rate tracking with no uncomfortable chest strap.

CONNECTED GPS

Map your routes and see real-time stats like pace and distance (when your phone is nearby).

ON-SCREEN WORKOUTS

Get FitStar workouts right on your wrist, with graphics to coach you along.

MULTI-SPORT TRACKING

Easily record runs, cardio, biking and more with real-time stats on display.

AUTOMATIC EXERCISE RECOGNITION

SmartTrack $^{\text{TM}}$ automatically recognizes select exercises and records them for you in the Fitbit app.

ALL-DAY ACTIVITY TRACKING

Track steps, distance, calories burned, floors climbed and active minutes.

AUTO SLEEP TRACKING

Automatically track your sleep and set a silent vibrating alarm.

COLOR TOUCHSCREEN + CLOCK FACES

Enjoy a vibrant hi-res color touchscreen with multiple clock faces to choose from.

SMARTPHONE NOTIFICATIONS

See call, text and calendar notifications on display (when your phone is nearby).

MUSIC CONTROL

Adjust your volume and play, pause or switch songs from your smartphone with a simple tap.

ACCESSORY BANDS + FRAMES

Change your look with a sleek lineup of bands and frames in metal, leather and more.

WIRELESS SYNCING

Sync stats wirelessly and automatically to your computer and 200+ leading devices.

SHARE + COMPETE

Share your stats and compete with friends on the leaderboard or in Fitbit Challenges.

MSRP \$19995

SIZES S, L, XL (ONLINE ONLY)

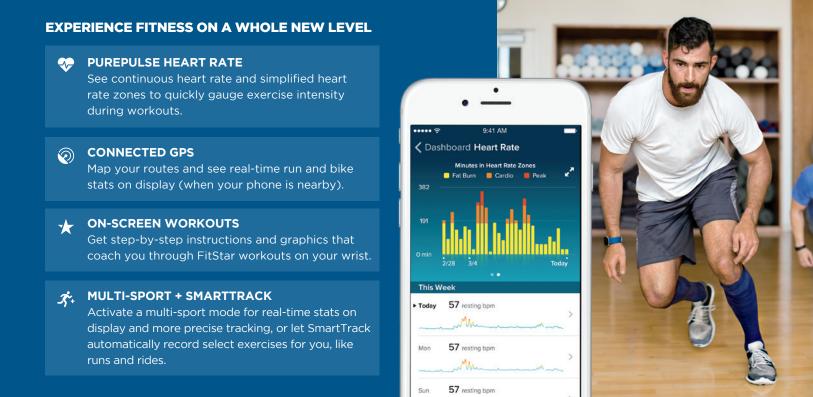
COLORS







WATER RESISTANT



FIND A STYLE THAT FITS

Create the perfect watch for any occasion with accessory bands from our Classic or Luxe collections. Tracker not included.



Classic bands Black, Plum, Blue SIZES S, L, XL (Black only) \$2995

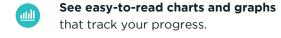


Luxe leather bands with frame Black, Camel, Mist Grey SIZES S, L \$9995



Luxe metal band with frame Stainless Steel **ONE SIZE** \$12995

Track your progress with mobile & online tools.





Compete with friends and family in challenges and on the leaderboard.

