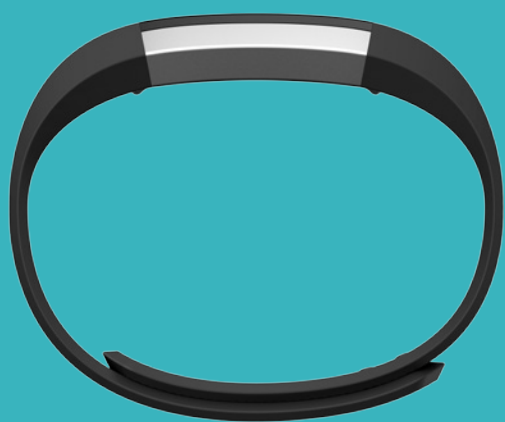


fitbit[®] alta[™]

FITNESS WRISTBAND



Motivation is your best accessory with Fitbit Alta— a customizable fitness tracker that's as versatile as your personal style. Automatically track activity, exercise and sleep, get reminders to move and update your look for every occasion with accessory bands.



-  **ALL-DAY ACTIVITY TRACKING**
Track steps, distance, calories burned and active minutes.
-  **AUTO SLEEP TRACKING**
Automatically track your sleep and set a silent vibrating alarm.
-  **ACCESSORY BANDS**
Personalize your look with a sleek lineup of accessory bands in metal, leather and classic.
-  **REMINDERS TO MOVE**
On-screen messages help you reach hourly step goals and keep you moving throughout the day.
-  **AUTOMATIC EXERCISE RECOGNITION**
SmartTrack[™] automatically recognizes select exercises and records them for you in the Fitbit app.
-  **CLOCK + TAP DISPLAY**
See stats and time with an easy-to-read OLED tap display, and customize your clock face and layouts.
-  **SMARTPHONE NOTIFICATIONS**
See call, text and calendar notifications on display (when your phone is nearby).
-  **LONG BATTERY LIFE**
Wear your wristband up to 5 full days and nights without needing a charge.
-  **WIRELESS SYNCING**
Sync stats wirelessly and automatically to your computer and 200+ leading devices.
-  **INSPIRE + COMPETE**
Connect with friends and family by sharing stats, sending direct-messages and competing on the leaderboard or in Fitbit Challenges.

MSRP \$129⁹⁵

SIZES S, L, XL (ONLINE ONLY)

COLORS



BLACK



PLUM



BLUE



TEAL

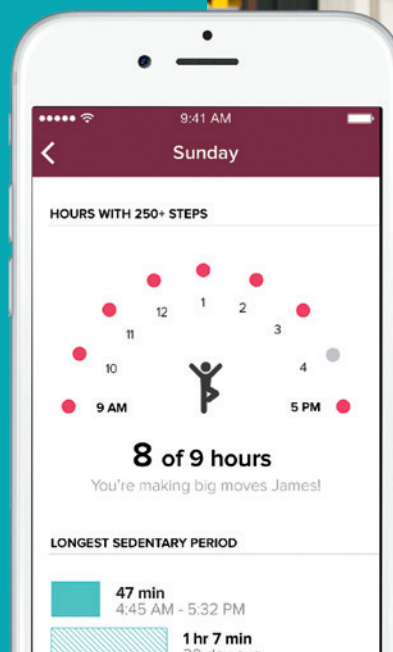
WATER RESISTANT

GET PERSONAL PEP TALKS

To keep you on track toward better health, Fitbit Alta can send you reminders to move throughout the day. On-screen messages encourage you to reach mini-goals of 250 steps per hour and cheer you on when you do.

NEVER MISS A WORKOUT WITH SMARTTRACK

Automatically track exercises like walks, runs and elliptical sessions, then open the app to see a summary of your workout and how you're stacking up toward your weekly exercise goals.



FIND A STYLE THAT FITS

Create the right accessory for any occasion—from work to workouts and beyond—with accessory bands from our Classic or Luxe collections. *Tracker not included.*



Classic bands

Black, Plum, Blue, Teal

SIZES S, L, XL (Black only)

\$29⁹⁵



Luxe leather bands

Graphite, Blush Pink

SIZES S, L

\$59⁹⁵



Luxe metal band

Stainless Steel

SIZE S

\$99⁹⁵

Track your progress with mobile & online tools.



See easy-to-read charts and graphs
that track your progress.



Set goals, log food and track weight
to see a more complete picture of your health.



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



Earn achievement badges
and get milestone updates.

