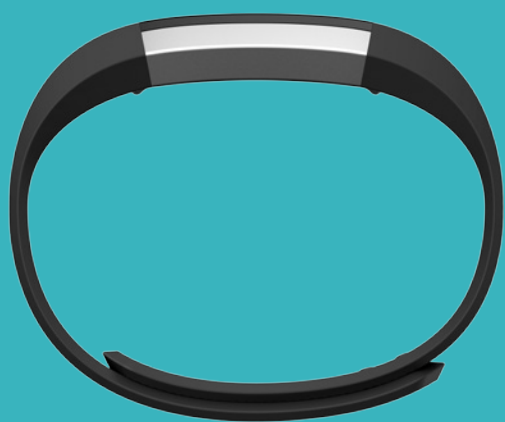


# fitbit<sup>®</sup> alta<sup>™</sup>

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<sup>™</sup> 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 \$129<sup>95</sup>**

**SIZES S, L, XL (ONLINE ONLY)**

**COLORS**



BLACK



PLUM



BLUE



TEAL

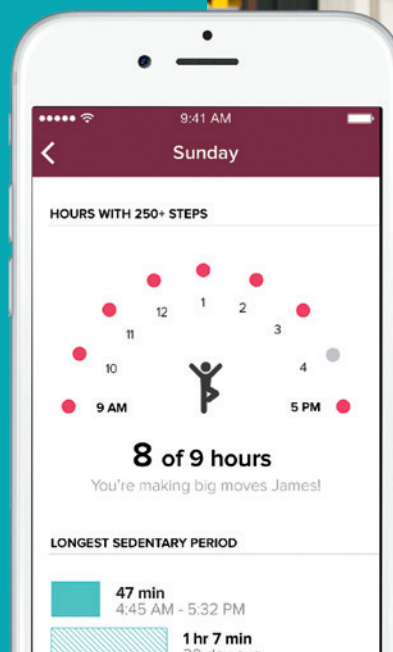
**WATER RESISTANT**

### 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)

\$29<sup>95</sup>



#### Luxe leather bands

Graphite, Blush Pink

SIZES S, L

\$59<sup>95</sup>



#### Luxe metal band

Stainless Steel

SIZE S

\$99<sup>95</sup>

## 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.

