

**VEKT**

## **VEKT FOR IPHONE®, TRACK YOUR WEIGHT FAST & SIMPLE.**

Amsterdam, The Netherlands – January 5th 2017 – Hidde van der Ploeg today released Vekt for iPhone®. Vekt helps you keep track of your weight and get it into Apple's own Health app. The design of this app is focused on speed and simplicity.

Vekt is build to help people track their weight in a clear and simple way, without the need of a smart scale. By using HealthKit Vekt gives you the ability to see the progress you've made inside Apple's own Health app. To keep you motivated you can set a target weight which comes with a nice surprise as soon as you hit it. The design of Vekt is focused on simplicity and uses very little color to get an interface that transitions seamlessly into your device.

### **Vekt Features**

- HealthKit integration for nice progress inside the Health App
- Switch between units so you know how to communicate your weight with your European friends.
- Dark and Light mode to match with your device.
- Set a target weight to motivate progress (you can do it!)
- Add a new weight blazing fast with the 3D Touch Shortcut

### **Pricing and Availability**

Vekt is available on the App Store for just 99¢ / £0.69 / €0,79. Vekt is designed for iPhone with focus on speed and simplicity. Vekt requires OS 10.0 or newer.

App Store Link: <https://itunes.apple.com/us/app/vekt-track-your-weight-fast/id1114721073?ls=1&mt=8>

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### **Additional Information**

A limited number of Promotional Codes are available to members of the media. Journalists interested in receiving one should contact Hidde van der Ploeg, @hiddevdploeg - hiddevanderploeg@me.com.

### **About Hidde van der Ploeg**

Hidde van der Ploeg is Lead Product Designer at Lightspeed. In his spare time he learned himself to code so he can build fun and handy little apps like Vekt. For more information feel free to reach out.

### **Press Contact**

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