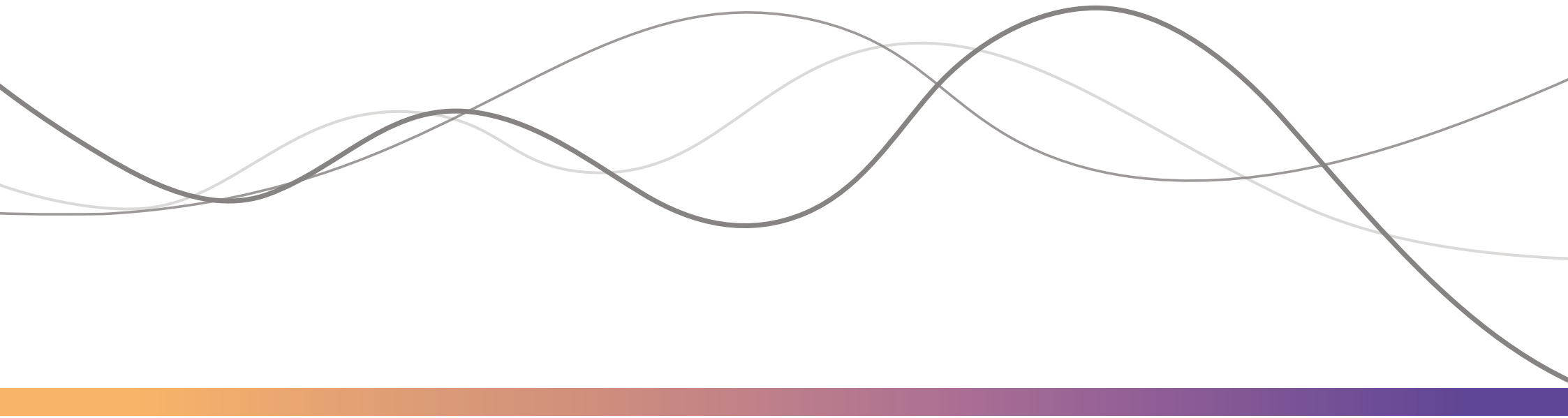




TomTom Touch Fitness Tracker Toolkit 2016

01.08.2016

TomTom  **SPORTS**

Introduction

This document contains guidelines that have been designed to support the launch of the new **TomTom Touch**.

The creative approach focuses on bringing the TomTom Touch Fitness Tracker story to life through new assets that bring life and energy to the communications.

In this document, you will find guidance on the following;

- LOGO
- PHOTOGRAPHY STYLE
- IMAGES
- APPLICATIONS
- MESSAGING HIERARCHY
- DOWNLOAD ASSETS

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Logo

Variants

TOMTOM TOUCH LOGOS

TOUCH

FITNESS TRACKER

tomtom  **SPORTS**

TOUCH

FITNESS TRACKER

Logo

Usage

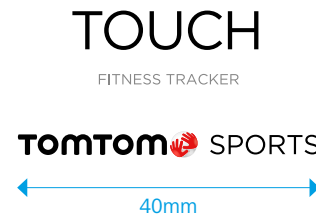
SAFE AREA

There is always free space around the logo, demarcated by a bounding box. This free space is equivalent to the weight of the letter stroke in the logo.



MINIMUM SIZE

The minimum allowed format has been set at 40mm in length.



USING TOGETHER

Please keep the TomTom logo the same size when using the logos together.



Logo

Backgrounds

ON WHITE BACKGROUNDS

It's preferred that the logo always be placed on white.

ON BLACK, COLOR OR PHOTOGRAPHY

The logo should be placed on white or 95% white transparent background when on backgrounds other than white.

TOUCH

FITNESS TRACKER

TomTom  **SPORTS**

TOUCH

FITNESS TRACKER

TomTom  **SPORTS**

Color

Gradient

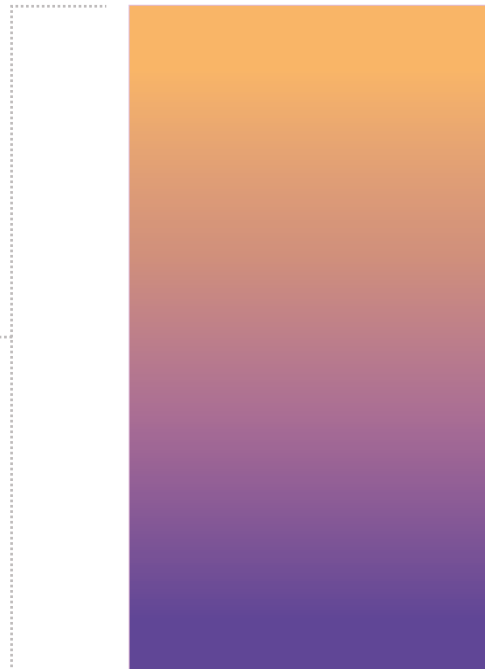
TomTom's core brand colors will continue to be used as the primary palette to support the TomTom Touch Fitness range, including a gradient to specifically highlight the music feature in Spark 3 Music products.

For TomTom Touch we are introducing a new colour range to specifically highlight our TomTom Touch Fitness Tracker and the body composition feature.

The coloured gradient is made of a blend of purple and orange which can be used in conjunction with the graphic patterns and imagery in certain situations (see following pages for guidance on patterns).

The full gradient is used from top to bottom to colour images. However, select parts of the gradient are to be used when highlighting the products for example on the retail step-up display.

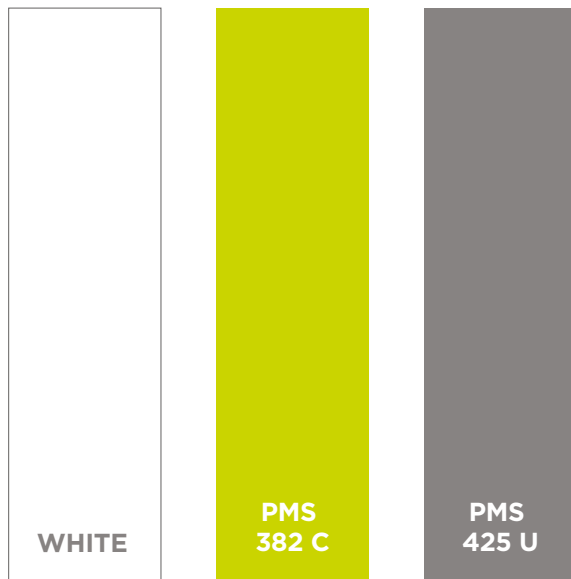
Touch Fitness Tracker gradient



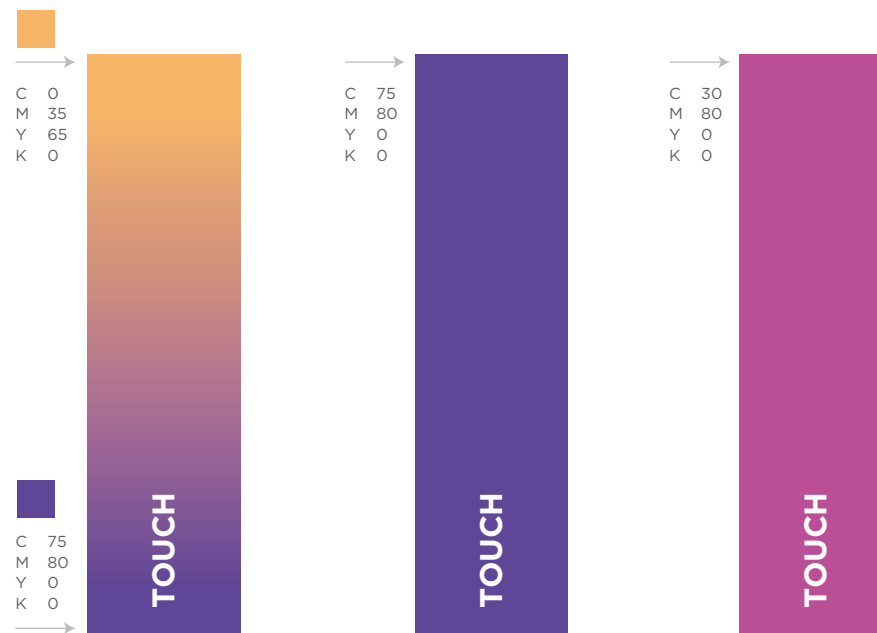
Color

Breakdowns

The following values make up the specific colours that support the Touch Fitness Tracker.



Core TomTom colour palette



Primary color: Preferred color on visuals and all other assets

Secondary colors: Additional colors to use in titles, texts and icons.

TomTom Touch Fitness Tracker colour palette

Graphic Elements

Curves

The curves are used to support TomTom Touch Fitness Tracker story as a graphic element. It is used over the key visual to illustrate muscle, body fat percentage and others (such as water and others). The position of the curves are set for both a landscape as well as a portrait key visual. There are three types of curves over the key visual, that always need to be used together. If the position needs to move, please take in to account that the TomTom Touch needs to be embraced by a curve if possible and is not covered.

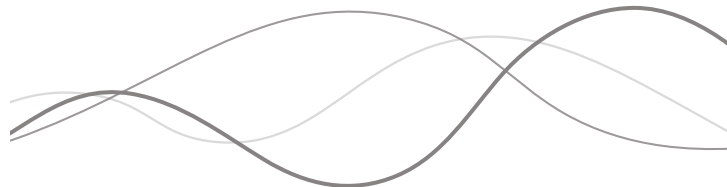
The way it is applied over an image is as a white overlay from the bottom of the image upwards. It can also be used in grey when used on white, again from the bottom of the application upwards.

The curved lines are also used, separate from the key visual, to support the style. For example for the top ending of a text column (e.g. brochure and leaflet) or in a graph (e.g. product tag). Within the colour pallet the curved lines can be coloured as desired.

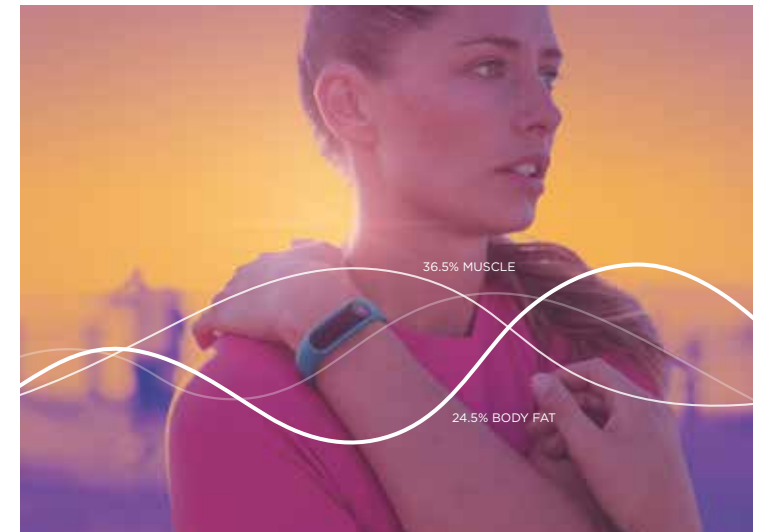
Applying the curves

1. When applied on the key visual
2. When applied on white use PMS 425 U
3. As a graphic element

2.



1.



3.



Graphic Elements

Icons

The TomTom Touch Fitness Tracker icons should be used in purple on a white background and in white on the gradient TomTom Touch or other background.

Primary features



Body composition



Built-in heart rate monitor

Other features



24/7 activity tracking



Touchscreen display



Automatic sleep tracking



Customisable straps



Sports mode



Phone notification



Splash resistant (IPX7)



Wireless syncing

Features on color background



Body composition



Built-in heart rate monitor

Photography Style

These images are used for key communications for example:
the back of the display, posters, leaflet covers etc

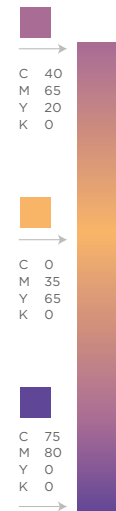
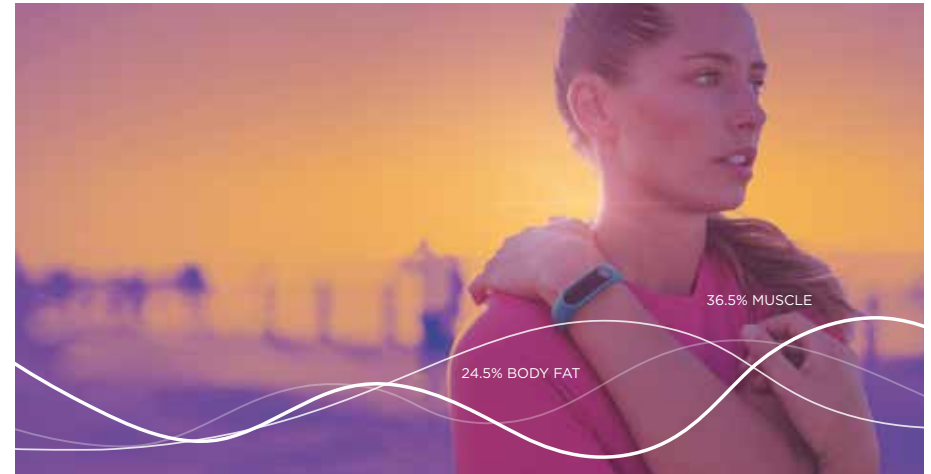
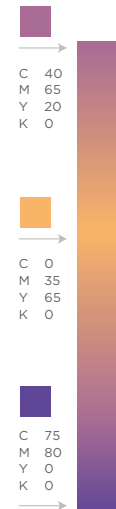


Photography Style

Adjusting Colour Gradient

The supplied key visual is created for both landscape as well as portrait usage. In both cases the full spectrum of the colour gradient is visible and does not have to be changed. If a specific size needs a different cropping, make sure the pink at the top and purple at the bottom are always visible in the final artwork. The colour gradient then needs to be adjusted within the Photoshop document.

Also be sure to move the curves up or down in order for it to be visible in your final artwork.



Product Images

TomTom Touch Fitness Tracker Hero



Touch Black Right 4.32pm

Product Images

TomTom Touch Fitness Tracker

The renders for the strap sizes are the same. On the TomTom touch, the width is the same and only the length differ.



TomTom Touch Black Small



TomTom Touch Black Large

Product Images

TomTom Touch Fitness Tracker Angles



TomTom Touch Black Right



TomTom Touch Black Front



TomTom Touch Black Top



TomTom Touch Black Left



TomTom Touch Black Back



TomTom Touch Black Side

Product Images

TomTom Touch Fitness Tracker Interface



TomTom Touch Black 38 mins



TomTom Touch Black 8935 steps



TomTom Touch Black 6243 m



TomTom Touch Black 2450 kcal



TomTom Touch Black 739 am



TomTom Touch Black pct



TomTom Touch Black 723 hrs



TomTom Touch Black 468 kcal



TomTom Touch Black 432 pm



TomTom Touch Black 159 bpm



TomTom Touch Black 65 bpm

Lifestyle Images

Primary



Lifestyle Images

Secondary



TomTom Lifestyle Image - Secondary 01



TomTom Lifestyle Image - Secondary 02



TomTom Lifestyle Image - Secondary 03



TomTom Lifestyle Image - Secondary 04



TomTom Lifestyle Image - Secondary 05



TomTom Lifestyle Image - Secondary 06

Accessories images

Straps



TomTom Touch Accessories straps - Azure Blue, Coral Red, Indigo

Typography

HEADLINE

Gotham Bold

Tracking: -10

Sub-headline

Gotham Book

Tracking: -10

Body copy Inctotat volupta dollatus eiusa quatin porumquatem resseceaque repersp edicimin cupta evercium es siminci omnihic totatem. Iquid que reribus aectio min non nonsequam arcia is veliqui tecab inis autam eum et veribus deliti cum nis aut accusci untur, nam, conest, sinimus prorum sed que nus di am quundip iendam, officid ignatestrum is voluptatet accus quia qui doluptae dolorro tem reriora sit odicium fugitium is autest, verum qui doluptatur?

Frutiger Next Pro

Tracking: 0

Messaging hierarchy

KEY TAGLINE FOR AWARENESS TOUCHPOINTS

Track what you're made of

FULL TAGLINE

Track what you're made of, not just your steps.

KEY FEATURES

Body composition analysis

See what your body is made of with body composition. Measure your body fat and muscle mass percentage right from your wrist with the touch of a button. Knowing how your body composition changes over time helps you find out what works for you and understand your fitness level.

Built-in heart rate monitor

Fitness starts from the heart. Monitor your heart rate throughout the day to find out your resting heart rate, which is a great indicator of your fitness level.

24/7 activity tacking

Make every minute count. Capture your steps, active time, calories burned, sleep time and heart rate, day and night, with 24/7 activity tracking. Set goals, observe trends and stay on track.

Sports mode

Mix it up and log your workouts in Sports mode. You'll see how the intensity of this morning's walk compares to yesterday's run and last week's bootcamp.

See your achievements in the TomTom MySports app

Dive into your stats, view your progress and share your achievements with your friends. Simple stats and graphs in the TomTom MySports app will help you make sense of the data. Find out what works for you and stay motivated.

Customisable straps

Add a touch of colour to your day: pick the strap colour that's calling you. Designed to be an accessory for every occasion, these interchangeable straps can match your mood, occasion or outfit.

Phone notifications

Stay connected. Receive phone notifications without having to reach for your phone and never miss a call or text when your phone is close by. So you can choose to stay connected or stay in the moment.

Touchscreen display

One glance will do. Swipe through the touchscreen for an overview of your day's stats without reaching for your phone.

Application

Range brochure

For use to claim space on shelf-tops.

This item is used to **engage** consumers. At this level we encourage the consumer to learn about the product in detail.

FITNESS TRACKER

TOMTOM TOUCH CARDIO + BODY COMPOSITION

- Body composition
- Built-in heart rate monitor

OTHER FEATURES

- 24/7 activity tracking
- Touchscreen display
- Automatic sleep tracking
- Sports mode
- Phone notifications
- Splash resistant (IPK7)

FITNESS WATCHES

ADDITIONAL STRAPS

Select the perfect colour to match your band with your favourite trainers or outfit.

STRAP COLOURS

- Azure Blue
- Coral Red
- Indigo

*Sold separately as an accessory without the module.

SELECT YOUR STRAP SIZE

Select large or small straps to ensure the perfect fit for your wrist.

Wrist size: SMALL, LARGE

TOMTOM SPARK 3

TOMTOM SPARK 3 MUSIC

Play over 500 songs from your watch*

Only available with headphones

TOMTOM SPARK 3 CARDIO

Built-in heart rate monitor

TOMTOM SPARK 3 CARDIO + MUSIC

Built-in heart rate monitor

Play over 500 songs from your watch*

Also available with headphones

SELECT YOUR STRAP COLOUR

Select the perfect colour to match your watch with your favourite trainers or outfit.

STRAP COLOURS

- Black
- Aqua

SELECT YOUR STRAP SIZE

Select large or small straps to ensure the perfect fit for your wrist.

Wrist size: SMALL, LARGE

THE RANGE COMPARISON

FEATURE	TOMTOM TOUCH	TOMTOM SPARK 3	TOMTOM SPARK 3 MUSIC	TOMTOM SPARK 3 CARDIO	TOMTOM SPARK 3 CARDIO + MUSIC
Over 500 songs of music storage					
Built-in heart rate monitor					
24/7 heart rate monitoring					
Body composition					
24/7 activity tracking					
Goal setting					
Automatic sleep tracking					
GPS tracking					
Multisport modes					
Customizable watch face					
Wireless syncing					
Water resistant (40m / 130ft)					
Automatic sleep tracking					
Goal setting					
Social sharing					
Customizable straps					

*Total number of songs may vary depending on size of files.

FITNESS RANGE

TOMTOM SPORTS

TOMTOM.COM/SPORTS

FITNESS WATCHES

MUSIC AND CARDIO ON YOUR WRIST

TRAIN TO THE RHYTHM OF OVER 500 SONGS AND THE BEAT OF YOUR HEART ON YOUR WRIST

- WORKOUT WITH MUSIC, NOT YOUR PHONE
- TRAIN WITH YOUR HEART RATE ON YOUR WRIST

FITNESS TRACKER

TRACK WHAT YOU'RE MADE OF, NOT JUST YOUR STEPS

MEASURE YOUR BODY FAT AND MUSCLE MASS PERCENTAGE WITH THE TOUCH OF A BUTTON.

- MUSCLE 45.5%
- BODY FAT 16.5%

WORKOUT WITH MUSIC, NOT YOUR PHONE

Carry 500 songs without needing your phone. Stream without your arms. Features playlist storage, lyrics, and more.

TRAIN WITH YOUR HEART RATE ON YOUR WRIST

Take a break off your chest and go wireless. Track your heart rate on your wrist with the built-in heart rate monitor. Seamless to steady beats and chafing.

GET INSTANT AUDIO FEEDBACK

Stay motivated with audio performance feedback during your workout.

NO STRINGS ATTACHED WITH WIRELESS MUSIC

Listen to your favourite playlist while training with the TomTom Sports Bluetooth® headphones. The TomTom Spark 3 Music watch also pairs with a wide range of existing headphones from leading brands.

TRACK ALL YOUR SPORTS

Mix up your training. Run, Gym, Bike, Swim, Football, Freestyle. Make it all count!

CHALLENGE YOURSELF

Challenge yourself to a daily or weekly target, or rate against your past performance. Set your goals and track your progress.

SYNC YOUR STATS TO YOUR FAVOURITE APPS

Sync, store, share and study your activities on your favourite apps.

DOWNLOAD YOUR FAVOURITE PLAYLISTS

Easily transfer your music playlist onto the TomTom Spark 3 Music watch from iTunes® and Windows Media Player®.

ACTIVITY TRACKING

Get daily and weekly goals. Track your progress over time for Steps, Active Time, Energy, Distance, Sleep. Track your sports and workouts over time.

APP EXPERIENCE, BODY COMPOSITION

Measure your body composition and track how your body fat and muscle percentages change over time to help you find out what works for you and understand your fitness level.

FITNESS STARTS FROM THE HEART

Fitness starts from the heart. Monitor your heart rate throughout the day to find out your resting heart rate, which is a great indicator of your fitness level.

SWIPE THROUGH YOUR STATS

Swipe through the right on the touchscreen for your day's overview without reaching for your phone.

CAPTURE YOUR WHOLE DAY'S ACTIVITY

Custom steps, active time, calories burned, heart rate and sleep time. Day and night. 24/7 activity tracking.

PICK THE COLOUR THAT'S CALLING YOU

Add a touch of colour to your day with customisable straps, whatever your mood, occasion or outfit.

TRACK, ANALYSE AND SHARE YOUR STATS WITH THE MYSPOOTS APP

SEPTEMBER

DATE	STEPS	ACTIVE TIME	CALORIES
26	45	02:05	027:05
23	55	03:24	032:14
21		02:16	028:16
17	43	04:21	048:21

Dive into your stats, view your progress and share your achievements with your friends. Simple stats and graphs in the TomTom MySports app will help you make sense of the data. Find out what works for you and stay motivated.

LET'S MOVE!

We know that living an active life makes people feel happier and healthier. Whether you are taking that first important step towards a more active lifestyle or gearing up to run a half marathon, our fitness range is made to help you get moving.

TOMTOM SPARK 3 FITNESS WATCHES

Does music get you moving? Play over 500 songs direct from your TomTom Spark 3 Fitness Watch. Say goodbye to your chest strap and train with built-in heart rate monitoring on your wrist.

TOMTOM TOUCH FITNESS TRACKER

Why count your steps when you could track what your body is made of? Whether you want to get stronger, fitter, leaner or simply want to know TomTom Touch measures body composition to track what you're made of, not just your steps.

Application

Leaflet

For use to claim space on shelf-tops.

This item is used to **engage** consumers. At this level we encourage the consumer to learn about the product in detail.

TOMTOM TOUCH
CARDIO + BODY COMPOSITION



Body composition
Built-in heart rate monitor

OTHER FEATURES

- 24/7 activity tracking
- Touchscreen display
- Automatic sleep tracking
- Sports mode
- Phone notifications
- Splash resistant (IPX7)

ADDITIONAL STRAPS
Select the perfect colour to match your band with your favourite trainers or outfit.



STRAP COLOURS

Azure Blue Coral Red Indigo

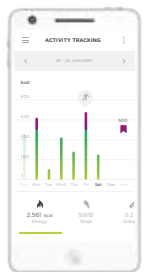
*Sold separately as an accessory without the module.

SELECT YOUR STRAP SIZE
Select large or small straps to ensure the perfect fit for your wrist.

SMALL **LARGE**

TOMTOM TOUCH FITNESS TRACKER: APP EXPERIENCE

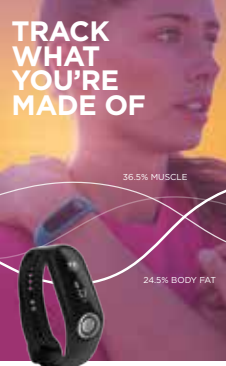
ACTIVITY TRACKING
Set daily and weekly goals. Track your progress over time for: steps, active time, energy, distance, sleep. Track your sports and workouts over time.



BODY COMPOSITION
Measure your body composition and track how your body fat and muscle percentages change over time to help you find out what works for you and understand your fitness level.



TRACK WHAT YOU'RE MADE OF



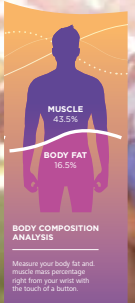
36.5% MUSCLE
24.5% BODY FAT

TOUCH
FITNESS TRACKER

tomtom SPORTS

TOMTOM.COM/SPORTS

TRACK WHAT YOU'RE MADE OF, NOT JUST YOUR STEPS
MEASURE YOUR BODY FAT AND MUSCLE MASS PERCENTAGE WITH THE TOUCH OF A BUTTON.



MUSCLE 36.5%
BODY FAT 24.5%

BODY COMPOSITION ANALYSIS
Measure your body fat and muscle mass percentage right from your wrist with the touch of a button.

ACTIVITY TRACKING
Set daily and weekly goals. Track your progress over time for: Steps, Active Time, Energy, Distance, Sleep. Track your sports and workouts over time.



GET GOING!
We know that living an active life makes people feel happier and healthier. Whether you are taking that first important step towards a more active lifestyle or gearing up to run a half marathon, our fitness tracker is made to help you get moving.

TOMTOM TOUCH FITNESS TRACKER
Why count your steps when you could track what your body is made of? Whether you want to get stronger, fitter, leaner or simply want to know, TomTom Touch measures body composition to track what you're made of, not just your steps.



TOUCH
FITNESS TRACKER

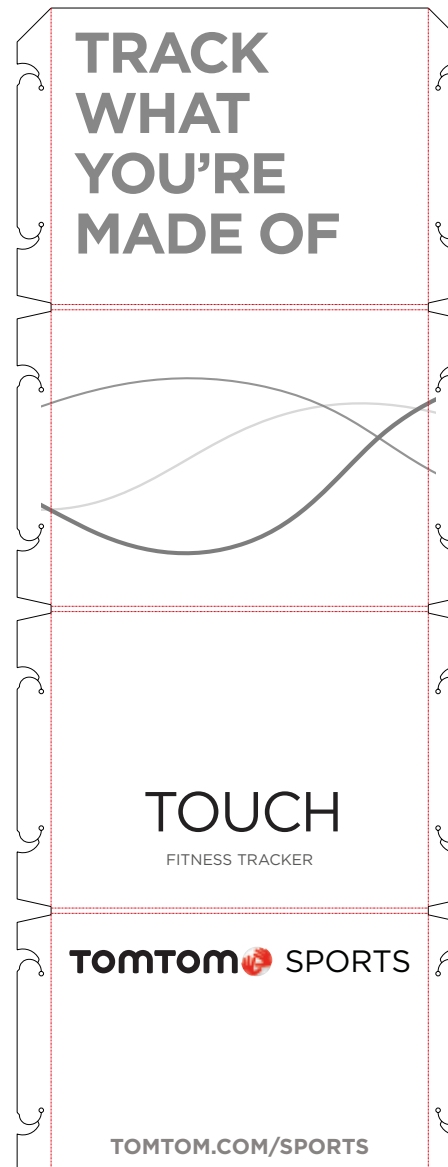
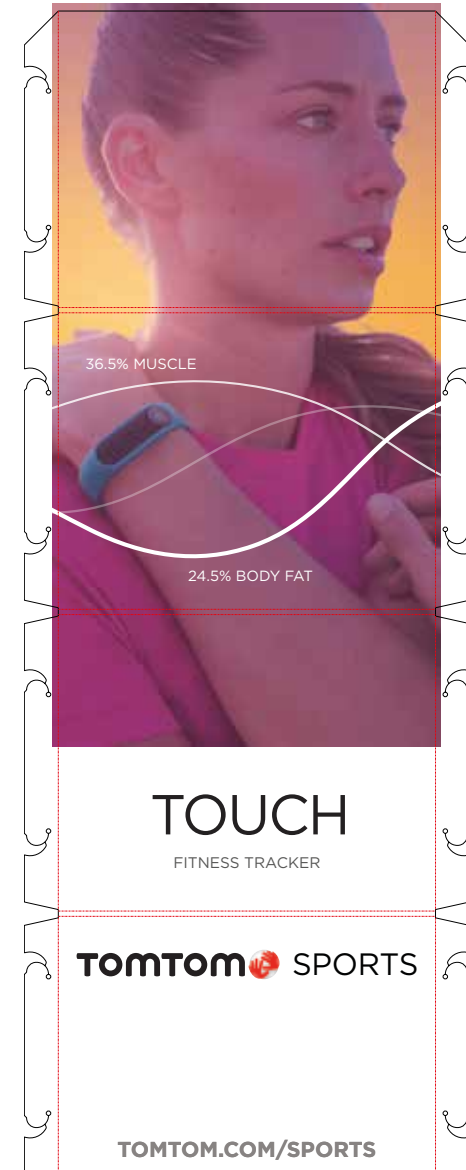
tomtom SPORTS

TOMTOM.COM/SPORTS

Application

3D Totem

For use to claim space and grab attention in retail.
This item is used to create awareness and **inspire** consumers to learn more

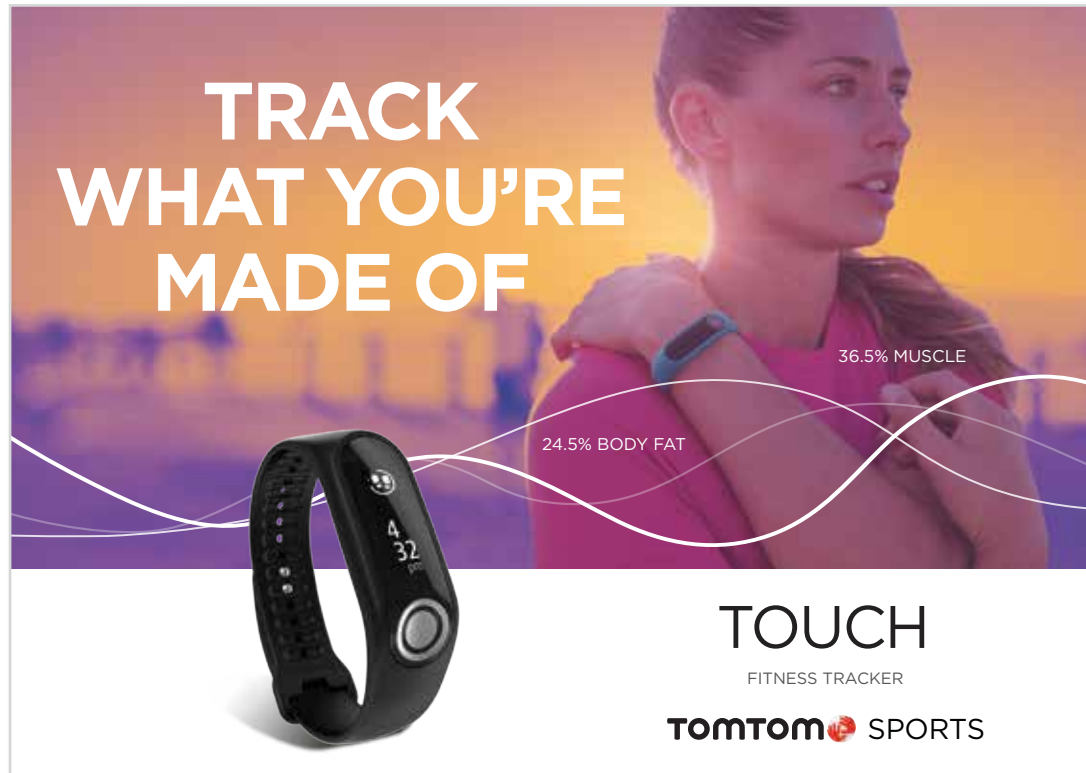
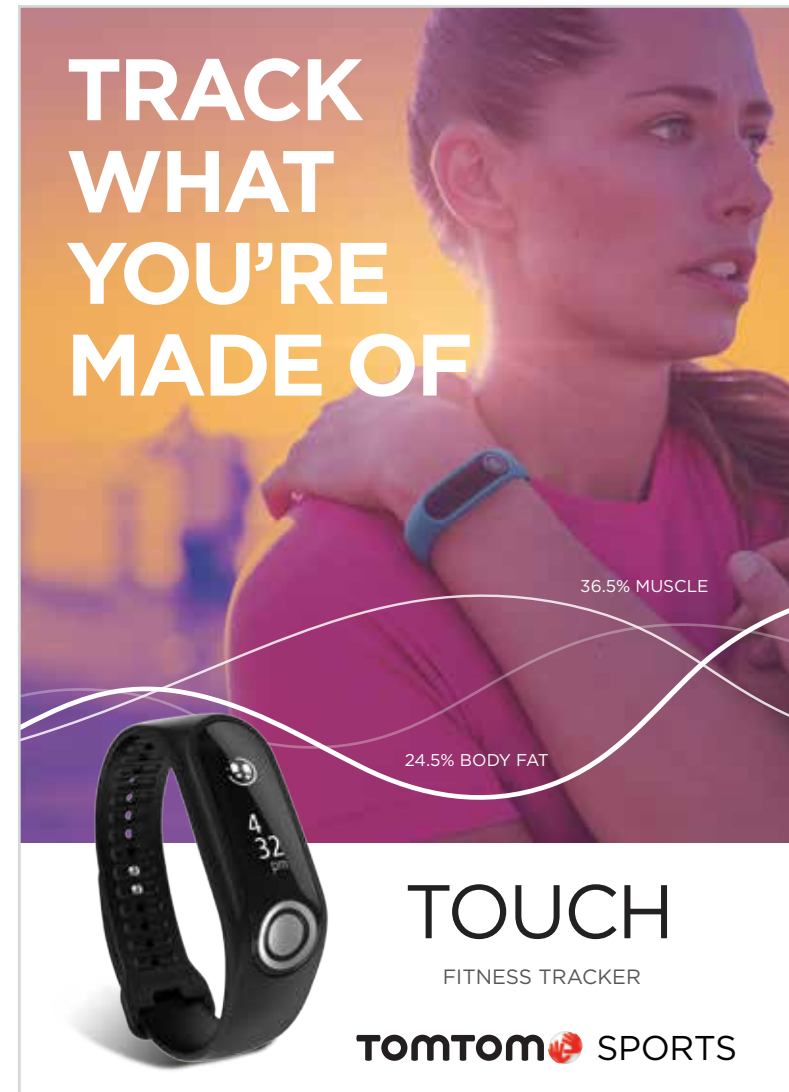


Application

Poster

For use to claim space and grab attention in retail.

These items are used to create awareness and **motivate** consumers to learn more.

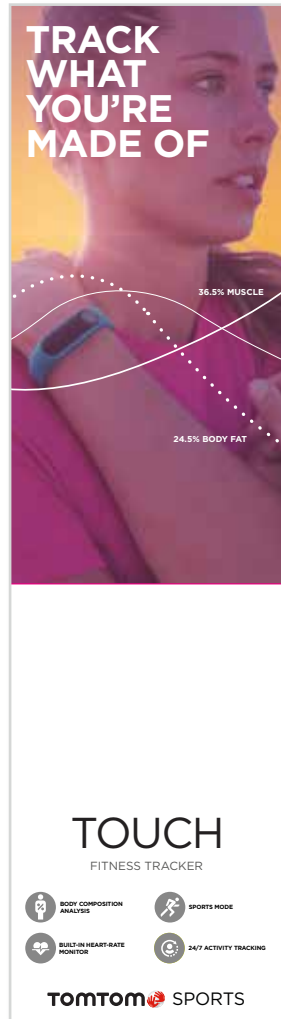


Application

C-clip

For use to claim space and grab attention in retail.

This item is used to **motivate** consumers to learn more.

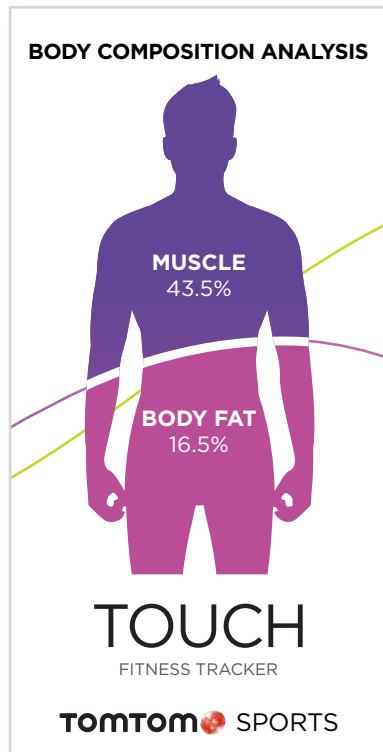


Application

Product tag

For use to claim space on shelf-tops or behind glass.

These items are used to **engage** consumers. At this level we encourage the consumer to learn about the product in detail and graphically explain the body composition feature.



Application

Sales sheet

For use by the retailer to understand product and order.

TRACK
WHAT
YOU'RE
MADE OF



36.5% MUSCLE

24.5% BODY FAT

TOMTOM

SPORTS

TOUCH

FITNESS TRACKER

FITNESS TRACKER

HOW TO SELL

Question: I am looking to buy an activity tracker, can you help me?

Answer: What do you want from your tracker? Do you want to just track your activity or would you also like to get insight into your fitness level and the impact of your activity on your body?

1. What do you mean?

Well, most activity trackers do just that, they track your activity - steps, sleep and heart rate - but they don't tell you anything about your fitness level or the impact of your activity on your body.

TomTom Touch is different: it's not just an activity tracker, it's a FITNESS tracker. On top of doing what other trackers do - step counting, sleep tracking, 24/7 heart rate monitoring, sport activities - it measures your body composition: your body fat and muscle percentage.

Unlike tracking the steps you take and how much you weigh, which don't tell the whole story, body composition is a great indicator of your fitness level and body health. Knowing how your body fat and muscle percentages change over time gives you insight into your progress and shows the results of all your efforts: diet, exercise, active routine... That's why the TomTom Touch Fitness Tracker, for the first time, measures not only what you do but also the end goal: the impact on your body fitness. With TomTom Touch, you can track what you're made of, not just your steps.

2. I just want to count steps and/or track my sleep

OK, well the TomTom Touch Fitness Tracker does that: it counts steps, tracks sleep automatically and monitors heart rate 24/7. And on top of that, it measures your body composition: your body fat and muscle percentage.

KEY FEATURES

**Body composition** - See what your body is made of with body composition.

**Heart rate on your wrist** - Monitor your heart rate throughout the day to get an indication of your fitness level.

**Capture your whole day's activity** - Capture steps, active time, calories burned, heart rate and sleep time. Day and night, 24/7 activity tracking.

**Sports mode** - Track calories burned, active time and heart rate in Sports mode.

**TomTom MySports app** - Dive into your stats, view your progress and share your achievements in the TomTom MySports app.

**Customisable straps** - Add a touch of colour to your day with customisable straps, whatever your mood, occasion or outfit.

**Touchscreen** - Swipe through the stats on the touchscreen for your day's overview without reaching for your phone.

**Phone notifications** - Stay connected. Never miss a call or text with phone notifications.



FITNESS TRACKER

TOMTOM MYSPO RTS APP

Dive into your stats, view your progress and share your achievements with your friends. Simple stats and graphs in the TomTom MySports app will help you make sense of the data, whether it's everyday activity tracking, such as step counting, sleep tracking and resting heart rate, your workouts or body composition. Find out what works for you and stay motivated.



BODY COMPOSITION

Measure your body composition and track how your body fat and muscle percentages change over time to help you find out what works for you and understand your fitness level.



ACTIVITY TRACKING

Set daily and weekly goals. Track your progress over time for: steps, active time, energy, distance, sleep. Track your sports and workouts over time.

ACCESSORIES

Range of accessory straps in different colours to match your mood, outfit and occasion:



Azure Blue



Cool Red



Indigo

STRAP SIZE

Select large or small straps to ensure the perfect fit for your wrist.

Large strap size : 140 mm - 206 mm

Small strap size : 125 mm - 165 mm

SMALL

LARGE

FITNESS TRACKER

SPECIFICATIONS

- 1 Touchscreen display
- 2 Durable, scratch resistant display
- 3 Bluetooth® connectivity
- 4 Water resistant (IPX 7)
- 5 Up to 5 days of battery life (may vary depending on usage)
- 6 Straps made of smooth and flexible materials that shape around your wrist for exceptional comfort



IN THE BOX

- TomTom Touch Fitness Tracker
- Micro-USB charging cable
- Quick start guide
- Legal addendum

QUESTIONS AND ANSWERS

What is body composition?

Body composition tells you what your body is made of: body fat, muscle and other (bones, organs, water). We know that most people are particularly interested in knowing their body fat and muscle mass because that's what gives insight into their fitness and body health, so we focus on helping users their body fat and muscle percentage.

Why should I be interested?

Being fit is more than a number on a scale. Your body composition, which is your body fat and muscle percentage, is a great indicator of your fitness and gives you insights about the shape you are in. Over time you will see trends and find out if your efforts are paying off, whether you are trying to lose fat, get fitter or simply shape up.

How does it work?

Body composition is measured on our device using the same technology as smart scales: BIA or bio impedance analysis. It's a mouthful, but simply put your TomTom Touch fitness tracker sends a small, harmless electrical current around your body. It then calculates calculates your body fat muscle mass with an algorithm that uses how long the current takes to go through your body and how much resistance it encounters.

LOGISTICAL INFO

Name	SKU	Article Number	Item Weight (g)	Box Weight (g)	Box Dimensions	Packing Details	MOQ
TT ACTIVITY TRACKER BLACK SMALL	0636026080156	0636026080156	28 g	64 g	130mm x 75mm x 75mm	6 units per shipping box (18 shipping boxes per pallet)	6
TT ACTIVITY TRACKER BLACK LARGE	0636026080163	0636026080163	28 g	64 g			
TOMTOM TRACKER STRAP ORL (S)	0636026080294	0636026080294	11 g	41.5 g			
TOMTOM TRACKER STRAP ORL (L)	0636026080298	0636026080298	11 g	41.5 g			
TOMTOM TRACKER STRAP ORL (S)	0636026080305	0636026080305	11 g	41.5 g	180mm x 50mm x 40mm	6 units per shipping box (18 shipping boxes per pallet)	
TOMTOM TRACKER STRAP ORL (L)	0636026080272	0636026080272	11 g	41.5 g			
TOMTOM TRACKER STRAP RED (S)	0636026080289	0636026080289	11 g	41.5 g			
TOMTOM TRACKER STRAP RED (L)	0636026080296	0636026080296	11 g	41.5 g			

For more information see the online TomTom training tool www.knowledge.tomtom.com/fitnesstracker

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01.08.2016

TOMTOM SPORTS

Application

Instore display Inlay

The TomTom Touch Fitness tracker will sit within the TomTom Fitness range and should be displayed always as the first product of the Spark range.

TOMTOM TOUCH BODY COMPOSITION + CARDIO	TOMTOM SPARK 3	TOMTOM SPARK 3 MUSIC	TOMTOM SPARK 3 CARDIO	TOMTOM SPARK 3 CARDIO + MUSIC
 Body composition Built-in heart rate monitor		 Play over 500 songs from your watch* <small>Also available with headphones</small>	 Built-in heart rate monitor	 Built-in heart rate monitor Play over 500 songs from your watch* <small>Also available with headphones</small>
OTHER FEATURES				
 24/7 activity tracking Goal setting Automatic sleep tracking	 Sports mode Wireless syncing Splash resistant (IPX7)	 GPS tracking Route exploration	 24/7 activity tracking Multisport modes	 Wireless syncing Water resistant (40m / 130ft) Automatic sleep tracking
OTHER FEATURES ON ALL WATCHES				
 Goal setting Social sharing Customizable straps				

*Total number of songs may vary depending on size of files.

TOMTOM TOUCH BODY COMPOSITION + CARDIO	TOMTOM SPARK 3	TOMTOM SPARK 3 CARDIO	TOMTOM SPARK 3 CARDIO + MUSIC
 Body composition Built-in heart rate monitor		 Built-in heart rate monitor	 Built-in heart rate monitor Play over 500 songs from your watch* <small>Also available with headphones</small>
OTHER FEATURES			
 24/7 activity tracking Goal setting Automatic sleep tracking	 Sports mode Wireless syncing Splash resistant (IPX7)	 GPS tracking Route exploration Automatic sleep tracking	 24/7 activity tracking Multisport modes Social sharing
OTHER FEATURES ON ALL WATCHES			
 Goal setting Water resistant (40m / 130ft) Customizable straps			

*Total number of songs may vary depending on size of files.



Application

Instore display digital app

The TomTom Touch Fitness tracker will sit within the TomTom Fitness range.
It will be included in our retail display product selector.



Application

Amazon A+ product page

To engage consumers to read more validated manufacturers information about the product and ultimately lead to more sales conversion directly through Amazon



TOMTOM TOUCH FITNESS TRACKER Track what you're made of



Body Composition
Measure your body fat and muscle mass percentage.



24/7 Activity Tracking
Calories burned, active time, distance walked and sleep time.



Touchscreen
Swipe through the stats on the touchscreen.



Built-in Heart Rate Monitor
Get 24/7 heart rate information on your wrist.



Sports Mode
Log your sports and workouts and track your stats.



Smartphone Notifications
Receive incoming calls and text notifications right to your wrist.



24/7 ACTIVITY TRACKING

Capture your whole day's activity.

Make every minute count, set goals, observe trends and stay on track. With 24/7 activity tracking you can capture:

- Steps
- Active time
- Sleep
- Heart rate



BODY COMPOSITION

See what your body is made of

Measure your body fat and muscle mass percentage right from your wrist with the touch of a button on your fitness tracker. Knowing how your body composition changes over time helps you find out what works for you and understand your fitness level.



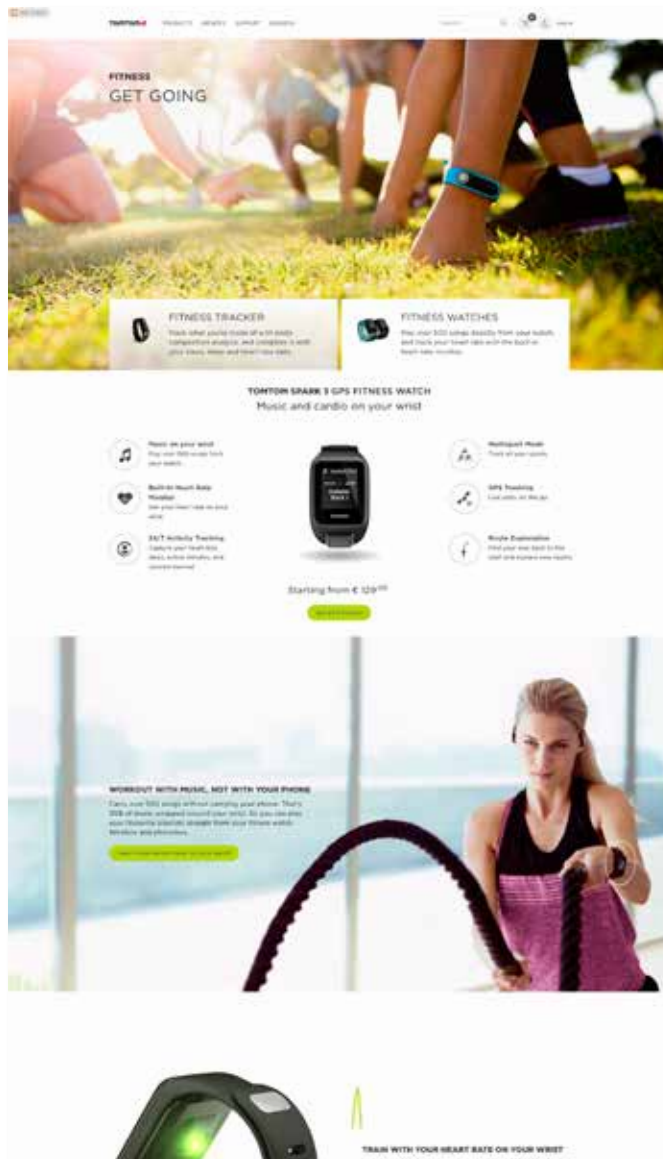
TOMTOM MYSPO RTS APP

See your achievements on the free TomTom MySports app

Dive into your stats, view your progress and share your achievements with your friends. Simple stats and graphs in the TomTom MySports app will help you make sense of the data. Find out what works for you and stay motivated.

Application

Website



Application

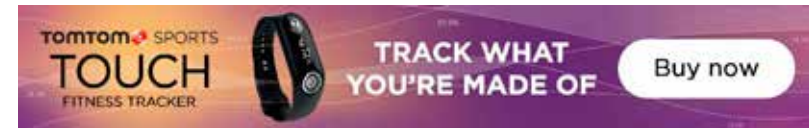
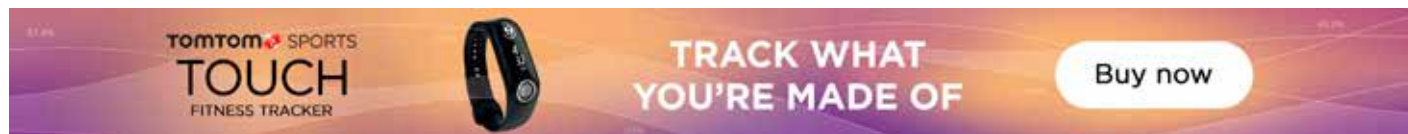
E-tail banners

All E-tail assets will be provided in the E-tail toolkit in more details

Animated Banners

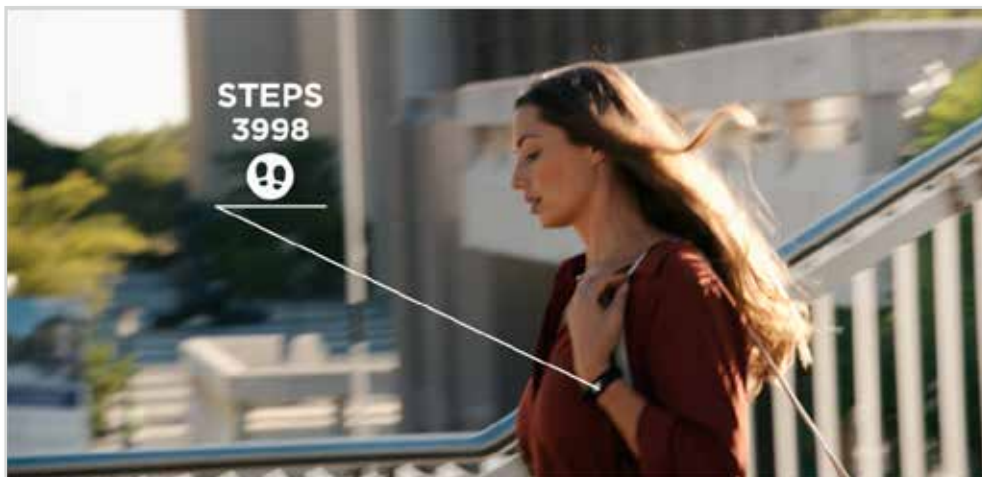
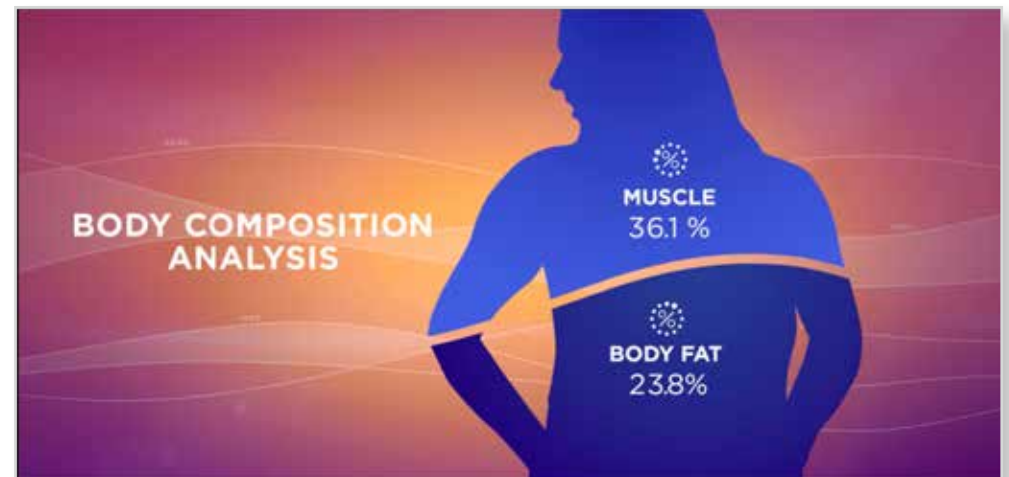


Mobile Banners



Application

Product video



Download assets

TomTom Library

Please follow the link to have access to all of the point of sales assets.

library.tomtom.com

POS Materials

<https://library.tomtom.com/web/28c12c330d5e6ef6/pos-tomtom-touch/>

Lifestyle and product images

<https://library.tomtom.com/web/2dcb43e5370dc3ec/touch/>

E-tail and Online assets

<https://library.tomtom.com/web/266cae38169de0eb/e-tail-assets-touch/>

