TANITA
Healthy Habits for Happiness

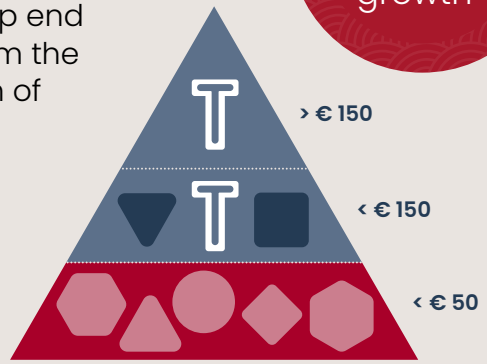
Smart body composition scales



Whether your customers are fitness enthusiasts striving for peak performance, or seeking deeper insights into their family's health, with TANITA you always offer the right.

The smart scale market continues to grow year on year, and **our growth of 10.3%** outstrips the market average of 6.47%*. Our positioning in the sector as the founder of Bioelectrical Impedance Analysis (BIA) allows us to occupy the top end and sit apart from the crowded bottom of the market.

10.3% annual growth*





Family BC-333LE
Unique measurements for families with children aged 5+



Segmental RD-545HR
Insights per body part for specific training



Innovative RD-953
Track progress for motivation



Travel BC-401
Compact size to track your progress wherever you are

* www.statista.com/outlook/hmo/digital-health/digital-fitness-well-being/fitness-trackers/smart-scales/united-kingdom?currency=EUR

Smart body composition scales

Comparison table



RD-545HR



RD-953



BC-401



BC-333LE

		RD-545HR	RD-953	BC-401	BC-333LE
Measurements	Weight (kg)	✓	✓	✓	5+ ✓
	Body Fat (%)	✓	✓	✓	5+ ✓
	Muscle Mass (kg)	✓	✓	✓	5+ ✓
	Muscle Quality	✓	✓	-	-
	Bone Mass (kg)	✓	✓	✓	5+ ✓
	Body Mass Index (BMI)	✓	✓	✓	5+ ✓
	Visceral Fat	✓	✓	✓	18+ ✓
	Total Body Water (TBW)	✓	✓	✓	18+ ✓
	Basal Metabolic Rate (BMR)	✓	✓	✓	18+ ✓
	Metabolic Age	✓	✓	✓	18+ ✓
	Physique Rating	✓	✓	✓	18+ ✓
	Heart Rate	✓	-	-	-
	Body Fat & Muscle Mass Per Segment	✓	-	-	-
	Connectivity	Bluetooth 4.0, My TANITA app	Bluetooth 4.0, My TANITA app	Bluetooth 4.0, My TANITA app	Bluetooth 4.0, My TANITA app
	Ages	18 - 99	18 - 99	18 - 99	5 - 99
	Number of Frequencies	Dual	Dual	Dual	Dual
	Maximum Weight Capacity	200 kg / 31 st 7 lbs	200 kg / 31 st 7 lbs	150 kg / 23 st 8 lbs	150 kg / 23st 8lbs
	Accuracy	50 g (< 100 kg) / 100 g (> 100 kg) 0.11 lbs (< 15 st 10.46 lbs) / 0.22 lbs (> 15 st 10.46 lbs)	50 g (< 100 kg) / 100 g (> 100 kg) 0.11 lbs (< 15 st 10.46 lbs) / 0.22 lbs (> 15 st 10.46 lbs)	100g / 0.2 lbs	50 g (< 100 kg) / 100 g (> 100 kg) 0.11 lbs (< 15 st 10.46 lbs) / 0.22 lbs (> 15 st 10.46 lbs)
	Athlete Mode	✓	✓	✓	✓
	Guest Mode	✓	✓	✓	✓
	User Memory	4 persons	4 persons	5 persons	5 persons
	In-App User Memory	4 persons	4 persons	4 persons	4 persons
	Auto Recognition	✓	✓	✓	✓
	Recall Function	✓	✓	✓	✓
	Warranty	5 years	3 years	3 years	3 years
	Weight of Product	4 kg / 8.8 lb	2.4 kg / 5.3 lb	1.9 kg / 4.2 lb	1.5kg / 3.3 lb
	Size of Product	348 x 320 x 57 mm	298 x 328 x 32 mm	217 x 316 x 27 mm	310 x 274 x 25 mm
	Material	Plastic	Glass	Glass	Plastic
	EAN	4904785171220	● 4904785818163 ○ 4904785816763 ● 4904785816756	○ 4904785042667 ● 4904785042674	4904785191204
	USP	Results per body part	Innovative muscle quality score	Compact, suitable for travel	Child-focused precision