



PERSONAL

ACTIVITY

INTELLIGENCE

TURNING HEART RATE DATA INTO A MEANINGFUL, ACTIONABLE HEALTH SCORE

Mio Global, a pioneer in heart rate fitness technology, introduces a revolutionary new metric that will become the global standard in fitness and health metrics. PAI (Personal Activity Intelligence) is a score that measures your body's response to physical activity, providing guidance on how much activity is required to maintain optimal health. PAI can predict your overall wellness and longevity by simply interpreting your heart rate data, and it's unique to you as an individual.

Mio will introduce PAI through its new PAI fitness app, which is compatible with all Mio wearables.





HOW IS PAI BETTER THAN OTHER METRICS?

1. **It's Simple:** Your PAI score is derived from your body's response to the most recent 7 days of activity based on your heart rate intensity. The goal is to maintain a minimum score of 100 PAI for maximum health benefits. It's a simple number anyone can understand and impact.
2. **It's Personal:** PAI is calculated based on age, gender, resting heart rate and maximum heart rate. It is a personalized experience that makes the 100 PAI goal and all PAI calculations customized and accurate for each individual. Whether you work out only occasionally or you are a world-class athlete, your PAI score will be tailored to your body's response to exercise.
3. **It's Scientific:** Mio's PAI algorithm is founded upon data collected from the HUNT Health Study over a 20-year period involving 60,000 participants conducted by the Nobel Prize-winning Faculty of Medicine at the Norwegian University of Science and Technology and developed by Professor Ulrik Wisløff, one of the world's leading scientists in Exercise in Medicine.
4. **It's Meaningful:** Other metrics such as steps are an inaccurate way to measure fitness activity, as not all steps are created equal, and not all exercise involves steps. The most accurate way to determine the health benefits from exercise is to analyze an individual's heart rate data.
5. **It's Flexible:** Since it is calculated over a rolling 7-day period, it is adaptable to people's busy lifestyles. People can work out more on some days, and less on others, and still be able to maintain their desired PAI score for optimal health.

