

Fitbit Ultra Wireless Tracker goes on sale in Republic of Ireland

Submitted by: Widget UK

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The Fitbit Ultra wireless activity tracker (<http://www.blocbuy.com>) is now on sale in the Republic of Ireland through ecommerce startup Blocbuy (<http://www.blocbuy.com>).

According to the Irish Times the Fitbit Ultra is “a small blue clip that conceals a pedometer and a small wireless transceiver...which monitors my movements during the day, and when I come within a few feet of my home computer, transmits and uploads my wanderings to a website.”

Fitbit Ultra uses its 3-d motion sensor and altimeter technology to track all the details about your daily activity making it an ideal fitness partner even on your busiest days. This motivates and encourages you to walk more and be more active.

To help you gauge your progress, Fitbit Ultra wirelessly uploads your fitness data to Fitbit.com automatically whenever you're within 15 feet of your computer. With free online graphs and charts it gives a deeper insight into your daily or monthly fitness and sleep levels. No need to take time out of your busy day to enter stats.

In addition by wearing the Tracker at night using the included Fitbit wristband you can monitor how long and how well you sleep. Fitbit Ultra will monitor when you fall asleep and how many times you wake up throughout the night to provide a sleep efficiency index.

Fitbit has been available in the UK since January 2012

(<http://cart.widget.co.uk/productList.aspx?code=FITBIT&sub=FBTRK>), where it has been sold to a number of retailers by consumer electronics distributor Widget UK (<http://www.widget.co.uk>) with Blocbuy (<http://www.blocbuy.com>) becoming the first retailer to launch the product directly in Ireland in July 2012.

“We are delighted to be a part of bringing the FitBit to Ireland,” said Noel Brennan, Co-Founder of Blocbuy.com. “The FitBit encourages a holistic approach to fitness. As well as monitoring your activity it monitors your sleep cycle. This is what first attracted us to the FitBit. The integrated approach to Well Being coupled with the design and quality of hardware inspired us to get involved with the FitBit.”

Priced at €99.95 including VAT, with free postage and packaging anywhere in the Republic of Ireland the product is available at www.blocbuy.com (<http://www.blocbuy.com>)

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About Widget UK (<http://www.widget.co.uk>)

Widget UK Ltd distributes a tightly focussed range of products from manufacturers such as TomTom, Cisco, Orbitsound, Fitbit and IK Multimedia. Widget UK Ltd sells only to trade, and not directly to the public.

Its customers are includes retailers such as Dixons Retail Group, Tesco, Maplin, Comet, Amazon.co.uk, Dabs.com, Play.com, QVC, Ideal Shopping Direct, Computacenter and SCC.

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About Blocbuy (<http://www.blocbuy.com>)

BlocBuy.com launched in July 2012 with a select range of consumer electronics. They also develop unique offers for the Loyalty & Staff Schemes of their Corporate Clients. BlocBuy is committed to expanding their Product Range, Product Categories and sourcing New to Market products. Presently, BlocBuy has signed up multiple suppliers in Europe, Ireland and the UK. The website sells directly to consumers and can be visited at www.blocbuy.com (<http://www.blocbuy.com>).

Please contact: desk@blocbuy.com for further information.