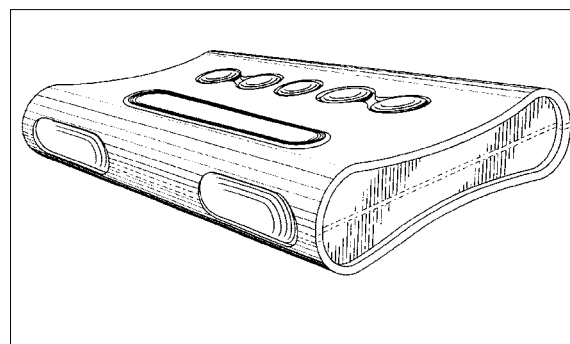
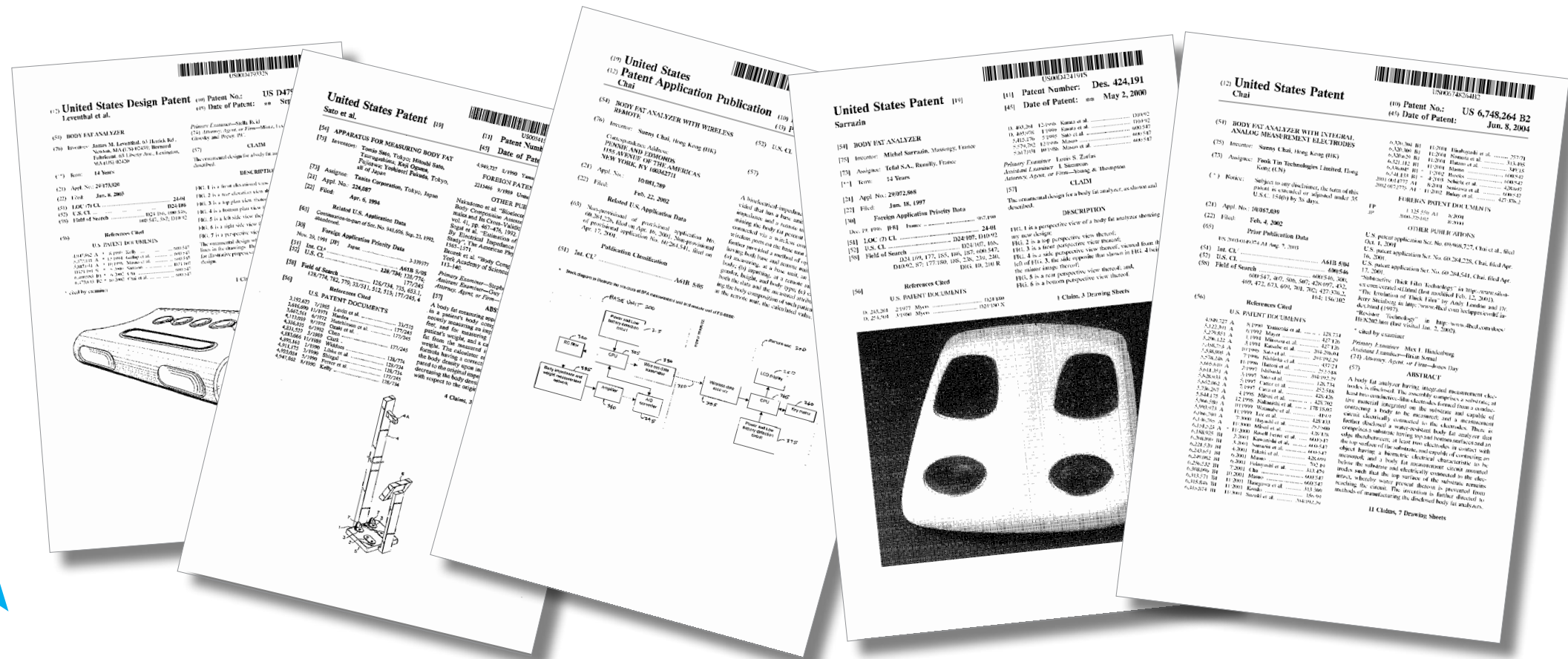
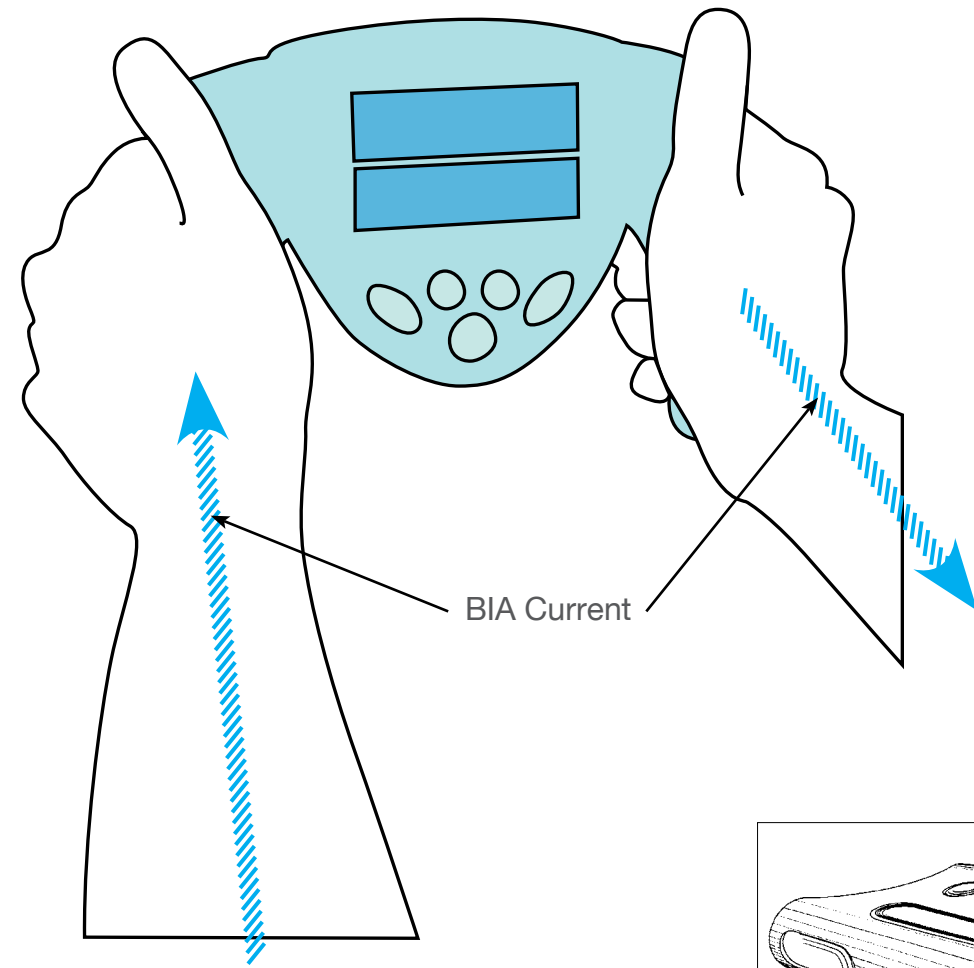


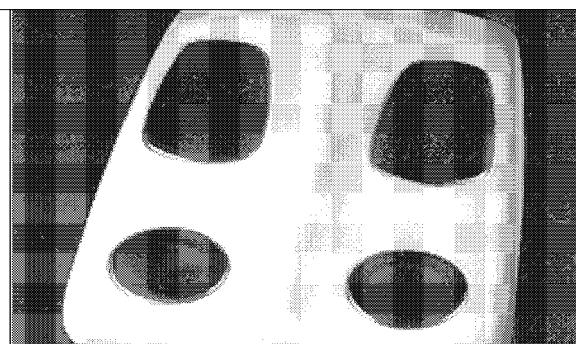
Phase 1 Research

The common method to measure body fat is called Bioelectrical Impedance Analysis or BIA. This method of measuring the percentage of body fat on a person uses a small electrical signal that is circulated through the body. Devices that uses the BIA method are commonly hand held units or scales. The user enters their body weight, sex, height, and age into the device (some even ask for body type and physical activity levels as well). Then the device sends the electrical signal through the body, either from one hand to the other or one foot to the other, depending on the type of device. That electrical signal measures the amount of resistance to the signal to calculate the body fat percentage. The more muscle, the more water the body can hold, which means less resistance, while fat poses more resistance to the signal.

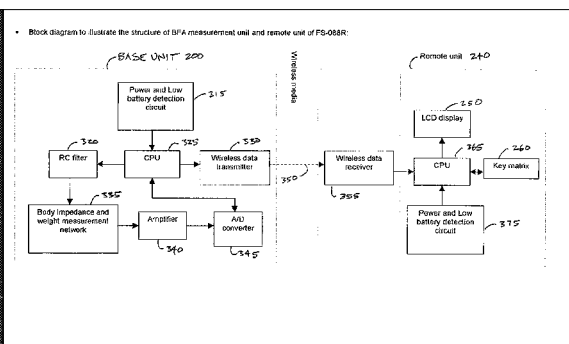
Traditional Handheld BIA Test:



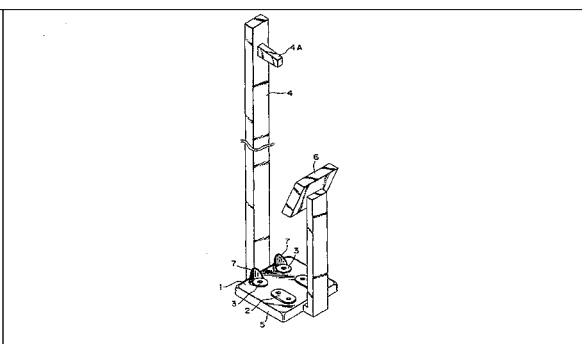
» Compact Sizes



» Current Uses



» New Technology



» New Methods

