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## **BACtrack Mobile Breathalyzer Releases Fully Optimized App for Android 4.3**

### ***World's First Smartphone Breathalyzer Expands Functionality Across Android and iOS devices***

SAN FRANCISCO, November 5, 2013 -- Today [BACtrack](#), the leader in personal and professional-grade breathalyzers, launched a brand new app for Android 4.3, making the [BACtrack Mobile Breathalyzer](#) compatible with Android devices for the first time. BACtrack Mobile is currently compatible with iPhone 4S, 5, 5S, 5C, iPad 3, iPad Mini, iPad Air and iPod Touch 5. The smartphone breathalyzer has been available for purchase since April 2013 at BACtrack.com and is also available online at Costco, Brookstone and Amazon, amongst other online retailers.

The BACtrack Mobile Breathalyzer is the first alcohol-monitoring device to combine professional grade fuel cell sensor technology, Bluetooth connectivity, and app-enabled features. BACtrack Mobile allows users to quickly and easily estimate their Blood Alcohol Content (BAC), as well as track, share, and understand results. With the ZeroLine™ feature, users can also estimate when their BAC will return to 0.000.

Now fully functional across both iOS and Android operating systems, users can simply download the free app on [Google Play](#) or in the [App Store](#) to use their BACtrack Mobile device. For additional information about BACtrack Mobile, visit [www.BACtrack.com/mobile](http://www.BACtrack.com/mobile).

#### **Monitoring Eliminates Ambiguity**

Up until this point, the ability to monitor blood-alcohol levels via smartphone technology was limited to iOS devices. With the recent [recommendation](#) by the National Transportation Safety Board for states to reduce the legal blood-alcohol limit while driving from 0.08% to 0.05%, the ability to test yourself on-the-go via smartphone devices becomes even more crucial. It's challenging, if not impossible, to determine your BAC using your own judgment so expanding breathalyzer compatibility to Android users (who comprise 70% of the global smartphone market share) will greatly increase the number of consumers who can access BACtrack's innovative technology.

"The NTSB recommendation to lower the legal driving limit leaves many consumers without a clear understanding of what that means in terms of alcohol consumption," says Keith Nothacker, BACtrack Founder and CEO. "By making BACtrack available to Android users, we are giving more people the ability to take responsibility to ensure safety and know if they are sober before getting behind the wheel after drinking."

Recent [research](#) shows that 70% of American drinkers believe that owning a breathalyzer would allow them to gauge when they have had enough to drink, and over 80% of American drinkers view a breathalyzer as a serious, decision-making tool. Having been in the breathalyzer space over a decade, BACtrack understands the importance of making breathalyzers available to as many people as possible to encourage safe drinking and smarter decisions.

### **Monitoring Raises Awareness**

[Research](#) shows that four out of five American drinkers are willing to share their BAC levels with others. Now that Android users can utilize the BACtrack Mobile Breathalyzer, a greater portion of the U.S. population can gain a greater understanding of how consuming alcohol affects their body and make smarter decisions based on that information. With more people discussing the issue of drinking and driving, there will be increased awareness around the subject as more people recognize the importance of making responsible decisions around alcohol.

"Monitoring your BAC goes beyond just drinking and driving," Nothacker said. "Testing and sharing personal BAC results creates a dialogue around responsible drinking, which is long overdue."

### **About BACtrack:**

San Francisco-based BACtrack is the U.S. leader in breathalyzers, offering a full range of innovative products for both personal and professional use. Founded in 2001, BACtrack helps people monitor their blood alcohol content and make informed decisions about alcohol consumption. BACtrack products are in leading retailers including Costco, Walgreens, and Best Buy stores and available online at Amazon, Brookstone, and drugstore.com. BACtrack products have been featured on Oprah's All Stars, The Dr. Phil Show, The Doctors, and MythBusters. Connect with BACtrack via [Twitter](#) and on [Facebook](#). For more company information, visit [www.bactrack.com](http://www.bactrack.com).

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