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## **BACTRACK® ENCOURAGES CONSUMERS TO DRINK SMARTER WITH LAUNCH OF BACTRACK VIO™ SMARTPHONE BREATHALYZER**

*New Keychain Breathalyzer Syncs Wirelessly to Companion Smartphone App;  
Helps Consumers Easily Estimate Alcohol Levels and Drink Responsibly*

**San Francisco, CA – July 15, 2014** – Today [BACtrack®](#), the leader in personal and professional-grade breathalyzers, introduces its newest smartphone breathalyzer, [BACtrack Vio™](#), which is available for immediate public purchase. This new breathalyzer combines a compact keychain design with Bluetooth® connectivity and MicroCheck® Sensor technology, making it the most affordable and convenient way for consumers to measure their BAC levels and drink responsibly. In addition, BACtrack today is releasing an updated version of its free companion app.

“Due to the overwhelmingly positive response we received to BACtrack Mobile, we worked systematically to adapt its technology and hardware to create BACtrack Vio, and offer it at an even more affordable price point,” said Keith Nothacker, CEO and Founder of BACtrack. “Our goal is to make breathalyzers accessible to anyone and everyone so that we can ultimately help consumers better understand how alcohol affects their bodies and also make smarter, more informed decisions.”

### **Portability & Connectivity**

BACtrack Vio is small enough to fit on a keychain, allowing users to easily take it with them everywhere they go. It transmits BAC results wirelessly via Bluetooth® Smart technology to the free BACtrack companion app, which makes it easy to use in any situation, convenient to share, and eliminates the inconvenience of having to plug a device into a headphone jack or power outlet.

### **Proprietary Technology**

Through proprietary MicroCheck® Sensor technology, BACtrack Vio offers users a high level of accuracy and reliability. Using a semiconductor sensor as a base, the MicroCheck® sensors go through a patented burn-in process that equalizes the response, resulting in a higher performance. BACtrack Vio was also designed with an innovative flip-up mouthpiece to collect a high quality breath sample, an essential component for reliable results; a user’s breath goes into the breathalyzer and ambient air, fumes, and other airborne gases are kept out.

### **Powerful App Features**

To accompany the launch of BACtrack Vio, BACtrack also introduces a brand new version of its companion app. The BACtrack app, also compatible with the award-winning BACtrack Mobile, has been completely redesigned and now offers new features along with user favorites from the previous version.

Top features include:

- **What's Your BAC?** Users are prompted to guess their BAC result prior to testing, and then both the actual BAC result and the guess are displayed. The app also compares and charts results and guesses over time so users learn if they become better at gauging their level of alcohol intoxication.
- **ZeroLine® Feature:** BACtrack's innovative ZeroLine® feature provides an estimate of how long it will take for a user's BAC to return to 0.00% based on their last test result.
- **Tracking Graph:** Users can save results and view their history on the Tracking Graph; they can also attach pictures, notes, drinks, and locations to specific readings.
- **Public or Private:** A user's BAC results remain private or can be shared via text message or on a social network.

The BACtrack Vio Breathalyzer can be purchased at [BACtrack.com](http://BACtrack.com) for \$49.99. It will also be available later this month in Best Buy Stores nationwide and online at BestBuy.com and Amazon.com.

The updated version of the companion app is available for free download in the [App Store](https://www.apple.com/app-store/) today and will be available on [Google Play](https://www.google.com/play) on approximately July 30<sup>th</sup> (BACtrack Vio is compatible with the previous version of the free BACtrack app, currently available on Google Play). BACtrack Vio is compatible with iPhone 4S, 5, 5S, 5C; iPad 3, 4, iPad Air, iPad Mini 1 and 2; iPod Touch 5; Samsung Galaxy S3, S4, S5 and other Android 4.3 smart devices equipped with Bluetooth® Smart technology.

For additional information, visit [www.bactrack.com/vio](http://www.bactrack.com/vio).

### **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 (BAC) and make informed decisions about alcohol consumption. In 2013, BACtrack launched BACtrack Mobile, the world's first smartphone breathalyzer that uses police-grade fuel cell sensor technology and Bluetooth connectivity. It has since won Popular Science's 2013 'Best of What's New' Award for its innovation in health, and an Edison Award for Industrial Design. BACtrack breathalyzers are available in 20 countries and at over 10,000 store locations, including Walgreens, Costco and Best Buy stores, and can be purchased online at Amazon, Brookstone, and [drugstore.com](http://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](https://twitter.com/bactrack) and on [Facebook](https://www.facebook.com/bactrack). For more company information, visit [www.bactrack.com](http://www.bactrack.com).

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