

## **BACtrack® Announces Integration with HealthKit, Making It Even Easier to Track and Monitor Blood Alcohol Content**

*BACtrack data now syncs with “Blood Alcohol Content” field in Health app to help consumers better understand correlation between alcohol consumption patterns and overall health*

**San Francisco, CA – October XX, 2014** – Today [BACtrack®](#), the leader in personal and professional-grade breathalyzers, announced integration with Apple’s HealthKit. Data from both BACtrack Mobile and BACtrack Vio, BACtrack’s two smartphone breathalyzers, syncs directly to the Health app to provide users with easy visibility of Blood Alcohol Content results. Users can also view snapshots of their daily, weekly and monthly BAC levels, and make correlations between their alcohol consumption patterns and other factors that contribute to their overall health. For example, users can:

- Compare BAC levels and sleep data side-by-side to discover if alcohol consumption affects both quality and duration of sleep
- Track daily routines using a wearable device and discover if activity levels change based on alcohol consumption
- Use fitness apps to track exercise activities and see if results change based on the previous night’s BAC levels
- View correlations between BAC levels and calories consumed using food tracking apps

In the book *The Science of Drinking*, Dr. Amitava Dasgupta, a PhD professor of Pathology and Laboratory Medicine and advisor for BACtrack, discusses how regular alcohol consumption can have numerous *positive* benefits. By integrating with the Health app, BACtrack users can now better track and identify those benefits, including increased cardiovascular health, reduced likelihood of Alzheimer’s and improved mood.

### **The BACtrack App**

The BACtrack app works with BACtrack’s two smartphone breathalyzers, the award-winning [BACtrack Mobile](#) and the newly launched [BACtrack Vio](#). Both devices are affordable, accurate and easy to use – the consumer simply blows into the device and their BAC result is wirelessly transmitted to the BACtrack app via Bluetooth® Smart technology. The app then provides users with information beyond a simple BAC result. For instance, the BACtrack app displays safety information at each BAC point, tracks drinking history and offers unique features such as the ZeroLine® which provides an estimate of how long it will take for a user to return to 0.00 %BAC.

### **Apple Health App Integration**

With the Apple Health app integration, BACtrack users can now gain a better understanding of the effects of alcohol consumption on overall health. By automatically syncing BAC data from the BACtrack app to the Health app, users can view BAC data directly in the Health app’s central dashboard. Users can also choose to sync BAC data with data from other health monitoring apps. Just as a user can choose what data is stored in the BACtrack app, he or she can also specify what data is saved in the Health app and edit the settings at any time.

“We are thrilled that Apple included Blood Alcohol Content in the Health app dashboard as it’s yet another indicator of the value in tracking one’s BAC as it relates to overall health,” said Keith Nothacker, CEO and founder of BACtrack. “Our goal at BACtrack is to make breathalyzers and BAC data accessible to everyone, so integration with HealthKit is a huge step in that direction.”

BACtrack Mobile and BACtrack Vio can be purchased at [BACtrack.com](http://BACtrack.com) for \$129.99 and \$49.99, respectively. They are also available in Best Buy stores nationwide, and online at BestBuy.com and Amazon.com. Both devices are compatible with the iPhone 4S, 5, 5S, 5C, 6, 6 Plus; iPad 3, 4, iPad Air, iPad Mini 1 and 2; iPod Touch 5.

BACtrack’s newly updated app is available for free in the [App Store](#).

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

### **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 20,000 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](#) and on [Facebook](#). For more company information, visit [www.bactrack.com](http://www.bactrack.com).

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