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BACtrack Mobile Wins 2013 *Popular Science* Best of What's New Award

Editors Select World's First Smartphone Breathalyzer as Breakthrough Technology in Health Category

SAN FRANCISCO, November 13, 2013 – Today *Popular Science Magazine* announced that [BACtrack Mobile Breathalyzer](#), the world's first Smartphone breathalyzer for iPhone and Android devices, has won received one of the publication's highest honors, the 2013 Best of What's New Award for its innovation in health. BACtrack will be featured in the December issue of *Popular Science*.

"For more than a quarter century, *Popular Science* has devoted its December issue to the year's most remarkable innovations," said Cliff Ransom, Executive Editor of *Popular Science*. "The Best of What's New Awards is our magazine's top honor, and the 100 awardees are selected from a pool of thousands. Each winner is handpicked and revolutionary in its own way. Whether they're poised to change the world or simply your living room, the Best of What's New awardees challenge us to see the future in a new light."

The BACtrack Mobile Breathalyzer is the first alcohol-monitoring device to combine professional grade 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.

Designed for accuracy, BACtrack Mobile employs Xtend™ Fuel Cell Sensor Technology, which is the same technology used in BACtrack's other professional fuel cell products that are cleared by the U.S. Department of Transportation (DOT) and U.S. Food and Drug Administration (FDA). Alcohol fuel cell sensor technology offers more consistent and accurate results over the complete range of alcohol concentrations, from 0.000 to 0.400% BAC, including trace amounts of alcohol, and it's the gold standard for handheld law enforcement breath testers. BACtrack Mobile is the smallest full-featured fuel cell breathalyzer in the world, and the most accurate of its size.

In addition, the free BACtrack Mobile companion app provides first-of-its-kind features:

- With **ZeroLine™**, estimate when your BAC will return to 0.000.
- Track your BAC over time: View all your results from last night or last month.

- Associate pictures, locations, drinks, and notes with your BAC results.
- Public or Private: Your BAC results remain private, or choose to share results via text message or on a social network.

“BACtrack is determined to provide its users with the highest quality breathalyzer possible,” said Keith Nothacker, founder and CEO of BACtrack. “When lives are on the line, it is vital to know that you can trust your device to help you make responsible decisions. BACtrack understands this and promises premium technology to ensure accurate results.”

“We are honored to be recognized by *Popular Science*, experts who understand and specialize in innovative technology,” Nothacker said. “We hope this award raises awareness around the dangers of inebriated driving and encourages people to use this tool to make responsible decisions when drinking.”

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.

About Best of What's New

Each year, the editors of *Popular Science* review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners — the Best of What's New — are awarded inclusion in the much-anticipated December issue of *Popular Science*, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Security, Home Tech, Health and Recreation.

About Popular Science

Founded in 1872, *Popular Science* is the world's largest science and technology magazine; with a circulation of 1.3 million and 6.8 million monthly readers. Each month, *Popular Science* reports on the intersection of science and everyday life, with an eye toward what's new and why it matters. *Popular Science* is published by Bonnier Active Media, a subsidiary of Bonnier Corporation.

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