



PAI™ (Personal Activity Intelligence) Proven to Reduce the Risk of Lifestyle-Related Diseases, Regardless of Sedentary Behavior

New study proves keeping weekly PAI score at 50 to 100 has a protective effect against the risk factors that lead to premature cardiovascular disease, putting the desk job workforce at ease

Vancouver, British Columbia – May 23, 2017 – [Mio Global](#), a health technology company, today announces the publication of a scientific study in *Progress in Cardiovascular Diseases* that proves the protective effect of PAI against risk factors that lead to cardiovascular disease, regardless of sedentary behavior. PAI is a new personalized metric for tracking physical activity through heart rate data and was developed with the goal of making it easier to quantify how much activity per week is needed to reduce the risk of lifestyle-related diseases.

The study applied the PAI activity metric to both healthy individuals and individuals with known cardiovascular disease risk factors. Participants across age groups who obtained a weekly PAI score of 50 and above reduced their risk of lifestyle-related diseases by 50 percent, compared to less active participants with a weekly PAI score of zero to 50.

“It is estimated that an average adult spends 50 to 60 percent of their day in a sedentary position, which can easily lead to lifestyle-related diseases if individuals choose to be inactive,” said Professor Ulrik Wisloff, Head of CERG (Cardiac Exercise Research Group) at NTNU. “PAI is a game changer in keeping people healthy, as it’s not demanding a specific duration or type of workout, but considers intensity, duration and frequency of all exercise and daily activities over time.”

No matter how long a person is sitting during the day, as long as he or she maintains a weekly PAI score of 50 to 100, they will decrease their risk of developing lifestyle-related diseases, like cardiovascular disease. The study specifically proves that it is okay to sit for more than seven hours per day, as long as he or she gets their heart rate up often enough throughout the week to obtain 50 to 100 weekly PAI. The study also validates a new standard to live by that encourages people to focus on heart rate, and people have the flexibility to earn PAI points by doing any activity that gets their heart rate up (i.e. cycling, skiing, yoga).

“The increasing research that supports ‘sitting is the new smoking’ is alarming to the majority of the population with desk jobs from nine to five,” said Liz Dickinson, Founder and CEO of Mio Global. “Not only is PAI a prescription for exercise to ensure optimal health, but it’s also now an easy metric for people to follow to ensure they are getting their heart rate up enough during the week without worrying about the effects of a sedentary lifestyle.”

For more information, access the full study (Personal Activity Intelligence (PAI), Sedentary Behavior and Cardiovascular Risk Factor Clustering – The HUNT Study) in *Progress in Cardiovascular Disease* [here](#).

PAI can be tracked using the Mio SLICE heart rate activity tracker, and will soon be offered through other devices.

*To learn more about the Science Behind PAI, visit: mioglobal.com/PAIscience.

About Mio Global:

Mio Global is an industry-leader in heart rate technology with distribution around the world. Mio has developed a line of award-winning wearables including the new Mio SLICE™ activity tracker, as well as advanced technologies like Personal Activity Intelligence (PAI™). PAI is a scientifically-validated heart rate-based activity metric that empowers people to manage their own health by giving them on simple, personal score for staying health. In addition to developing its own devices, Mio is also licensing its technology to other industry-leading brands. For more information, visit www.mioglobal.com or PAIForLife.com.

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