



# Pacer Fact Sheet

## Fact Sheet

App Description

Video & Images

Logos & Icons

Media Coverage

Press Releases

About & Contacts



App Name:

**Pacer Pedometer**

Launch Date:

Feb 14, 2013

Total Downloads:

Over 80 Million

Available on:

Apple App Store  
Google Play Store

App Store Ratings

App Store: 4.9/5  
Play Store: 4.8/5

Pricing Options

Standard – Free  
Premium Monthly - \$4.99/month\*  
Premium Yearly – \$29.99/year\*

\*Prices may vary based by market

Website:

[www.mypacer.com](http://www.mypacer.com)

Social Media:

Facebook: [www.facebook.com/pacerapp](http://www.facebook.com/pacerapp)  
Twitter: [@Pacerapp](https://twitter.com/Pacerapp)

Contact Emails:

Press: [press@mypacer.com](mailto:press@mypacer.com)  
Business: [info@mypacer.com](mailto:info@mypacer.com)



# App Description and Features

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## Pacer Features

### Simple and Easy to Use

- No wristband or other hardware required
- Intuitive, simple interface makes getting started a breeze

### 24/7 Full Activity Tracking

- Tracks steps, calories burned, distance & active time 24/7
- Use GPS to track runs, rides and walks, giving for fitness tracking that covers all of your activities

### Powerful Fitness Plans

- Workouts and exercises designed by professional trainers to get you fit, lose weight or stay active
- Plans and features for all activity levels and fitness goals - from beginners to experienced athletes
- Step-by-step audio and video guided workouts give you a virtual coach every step of the way

### Social Groups and Events

- Create walking and activity groups with your friends, family or other users in your area
- Compete in fun online events for extra motivation towards beating your goals

### Health and Fitness Data Tracking

- Track your weight and activity over time so you can take control of your fitness journey
- Syncs with apps like MyFitnessPal, Apple Health and FitBit putting your data where and when you want it





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## Pacer Description

Pacer is the powerful but simple fitness app that allows anyone to start getting fit and having fun right away.

Pacer is more than just an accurate, easy-to-use fitness and step tracker. Our best-in-class, intuitive data interface and guided workout plans empower Pacer users to start getting active and healthy from the moment they download the app. With Pacer, you really can just download and go.

Our amazing diverse and inclusive community is what makes Pacer truly exceptional. Pacer was designed for regular people who want to get more active and healthy, and Pacers come from all different backgrounds, nationalities and fitness levels. Users get inspiration, support and competition from massive global online events, tens of thousands of location-based groups, and lively community feeds.





# App Store Graphics

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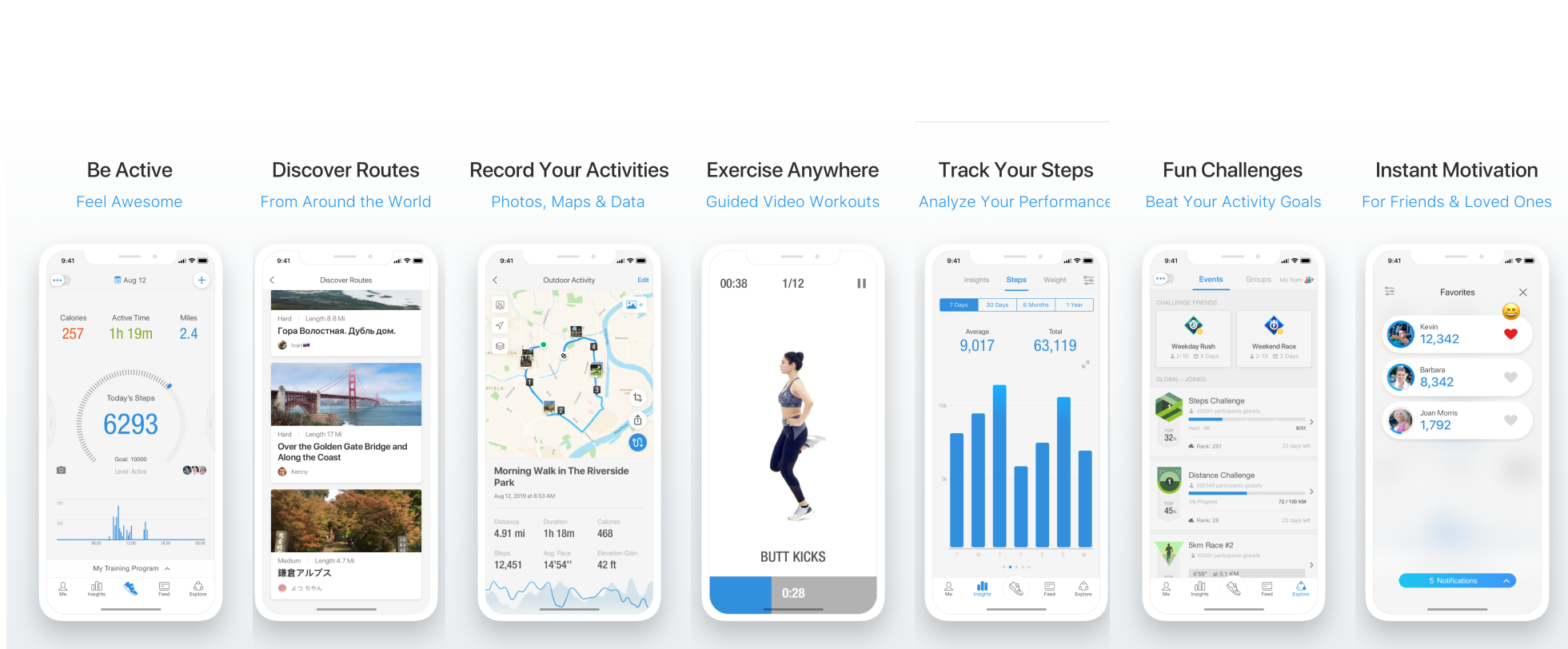
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**App Store**



GET IT ON  
**Google Play**







# Play Store Graphics

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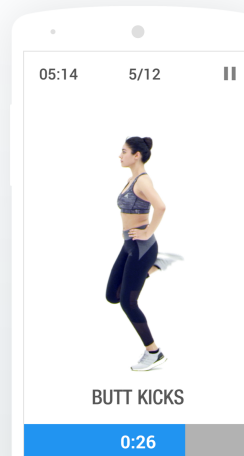
Be Active

Feel Awesome



Exercise Anywhere

Guided Video Workouts



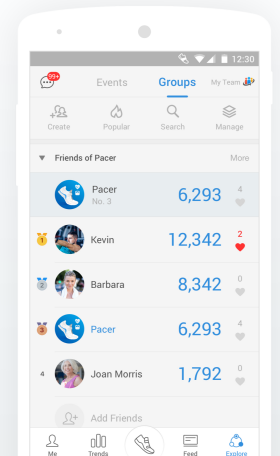
Track Your Steps

Analyze Your Performance



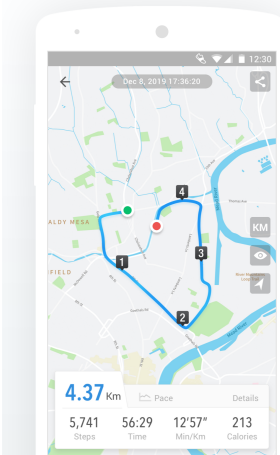
Get Motivated

With Community Support



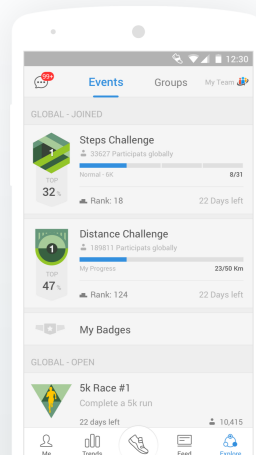
Record Your Activities

Maps & Data



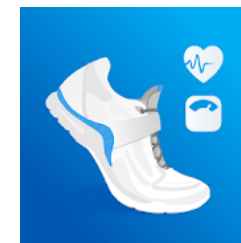
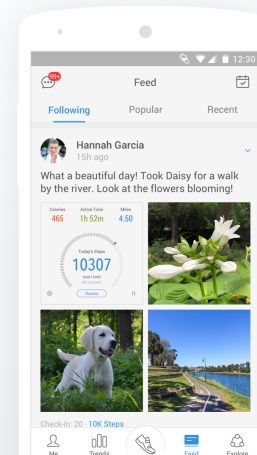
Fun Challenges

Beat Your Activity Goals



Share Your Activities

Get Active & Social



Download on the  
**App Store**



GET IT ON  
**Google Play**



# Pacer Logos and Icons

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## Media Coverage of Pacer

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[Best iPhone Pedometer](#) — *GeekTick*

[Best Pedometer Apps](#) — *LiveScience*

[Walk this way: 6 pedometer apps for iPhone](#) — *TechHive*

[Pacer app: Best Free Pedometer and Weight Loss App 2017](#) — *TechAdvises*

[Pokémon Go leading to a 'population-level' surge in fitness tracker step counts](#)  
— *Washington Post*

[Running USA Member Profile: Pacer](#) — *Running USA*

[Pedometer app aims to connect the fitness community](#) — *City Scene Columbus*

[The best Android apps for counting steps](#) — *CNET*





## Pacer Press Releases

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[Time for a walk: App Store Story](#)

[Pacer Pedometer Launches Pacer for Teams](#)

[Pacer Pedometer Upgrades Social Features, Becomes Platform for Active Lifestyle](#)

[Do More with Pacer Pedometer: New At-Home Workouts and GPS Fitness Tracking Help You Go Further](#)

[Pacer Pedometer: "We want you to go further."](#)

[Pacer Pedometer's Latest Update Adds Team-based Challenges, plus Video Workouts and More](#)





## About Pacer

Pacer Health Inc.'s founding vision was to leverage commonly available smart phone technology to provide simple, high-value health and fitness programs for everyone - not just seasoned athletes. Pacer Health, Inc. now provides world-class mobile health and fitness solutions for both consumers and business users.

Our Pacer Pedometer has been downloaded over 80 million times worldwide. Simple, accurate and convenient, Pacer Pedometer offers reliable fitness tracking and personalized fitness plans and also hosts a global health and wellness community. Pacer is one of the most downloaded Health and Fitness apps on both the Apple App Store and Google Play Store due to strong word-of-mouth and consistently high user ratings.

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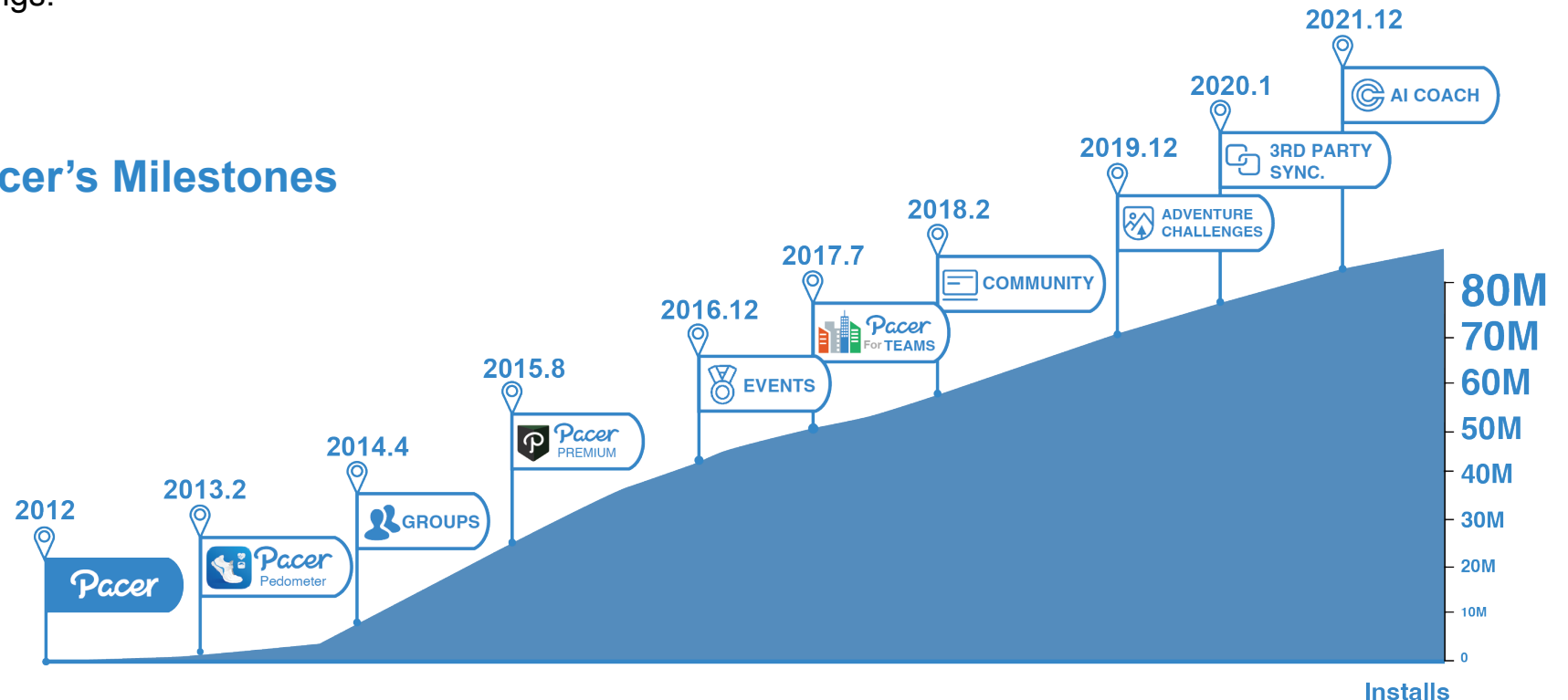
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## Pacer's Milestones





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### Founding Team:

**Max Liu**

CEO

**Michael Caldwell**

Product Lead

### Contact Pacer:

**Business & Partnership:** [info@mypacer.com](mailto:info@mypacer.com)

**Press & PR Contacts:** [press@mypacer.com](mailto:press@mypacer.com)

**Pacer for Teams:** [teams@mypacer.com](mailto:teams@mypacer.com)

**Customer Support:** [support@mypacer.com](mailto:support@mypacer.com)

