



PRECISION 3 BACKGROUND

We launched our original PRECISION Left-Side Powermeter in 2015. In 2016 we updated the plastics and began sponsoring Etixx Quick Step to demonstrate that our accurate and affordable power meter was worthy of the pro peloton. It has proven to be a rock-solid product ridden by multiple WorldTour teams over the past 5 years. During this time we focused on optimizing our manufacturing process to maintain our high quality and keep our pricing competitive while opening up new opportunities with OEM partners.

4iiii designs and builds products for both outdoor and indoor cycling markets. One of our indoor customers is Core Health and Fitness and we currently provide power meters for their Schwinn Indoor bikes. Working with the indoor industry for the past few years has unearthed some interesting challenges for our engineers to overcome. Equipment service costs need to be low, which includes keeping battery changes to a minimum, and signal strength needs to be strong to ensure no dropouts in rooms with 40+ athletes participating in a spin class.

We were able to apply our learnings from the indoor market to extend the battery life of our outdoor power meter from 100 hours to 800 hours of ride time using the same 2032 coin cell battery. We also put a stronger antenna in to make the connection between your head unit and power meter even stronger.

On the pod design, we recognized the industry was switching to wider tire clearances and we needed to have a thinner pod to maximize compatibility with various bike brands. We work with some amazing OEM partners including Specialized, Cervelo, Orbea and Canyon. The Canyon Aeroad has one of the tightest chain stay clearances on the market at 5.5mm. Our power meter is designed to fit the Aeroad and almost every frame on the market.

What has stayed the same? Our patented 3D strain gauge technology that delivers 1% accuracy, our legendary 3 year warranty, and our commitment to making power accessible to all cyclists by delivering an excellent product at an excellent price.

The current generation PRECISION Powermeter sets the bar high for development. Internally, we have been ride-testing the PRECISION 3 throughout this past season. A lot of effort has gone into creating a product that not only matches but exceeds our current PRECISION Powermeter.

Our engineering and design philosophy hasn't changed. Living alongside the Canadian Rockies means we can see all 4 seasons in a day so we build products that are tough enough to withstand our unpredictable weather. The bar for a product to pass QA is set high! If it doesn't work properly during a freak hail storm or a snowy cyclocross race, back to the drawing board it goes. We design products that we want to ride, because we know that if it can last here in the Canadian Rockies, it will last anywhere.