



*Nancy (France) - The app HR2VP for Android and iOS transforms any heart rate monitor into a **power meter**.*

*Its **advanced matching algorithm** takes into account **individual parameters** such as FTP, resting or max heart rate and broadcasts power over **Bluetooth or ANT+**.*

HR2VP will be launched officially on 6th of August



For indoor use

HR2VP can be used as a **standalone** training app or together with another virtual cycling apps such as **Zwift** or Arcade Fitness. The setup is quick, easy and no sensor needs to be installed on the bike, which is very usefull for people **travelling** or going to **gym clubs**.

For outdoor rides

HR2VP can be used as a **bike computer** or just a **bridge** that broadcasts power based on heart rate. Of course, .fit files can be uploaded automatically to **Strava**.

For athletes who have a **power based training plan**, HR2VP can be interesting if they don't have a power meter on **all** their **bikes** (city bikes, commuting, MTB...) or want to keep an eye on power while **running**.

Accuracy

Taking into account **individual parameters** such as Functionnal Threshold Power, min and max heart rate allows a **more precise** power calculation. For people who don't have any idea about their FTP, it can be estimated with weight and maximum 1 hour running speed. For those who own a power meter, **optimized parameters** are given by our **website tool** after uploading a gpx file with power and heart rate.

Price

At **1.49\$** a month, people will get a customizable power meter and bike head unit for all their bikes. This makes HR2VP the most affordable power meter solution on the market.

[More info & download HR2VP](#)

[Get our press kit](#)



Contact us:

Grégory Cordier (CEO)

contact@bipr.fr

☎ +33 6 27 18 66 20

Want to change how you receive BIPR's press releases?

You can [unsubscribe](#).