



## What is Pulscore?

The word *Pulscore* is the combination of the words *pulse* and *score*. You earn Pulscore every time your heart rate increases – the higher heart rate, the faster you earn Pulscore. Those who achieve 50 Pulscore or more every week over time gain better health and longer life expectancy.

Pulscore is based on the only thing that reflects the intensity of your activity: your heart rate. Everything you need to do in order to use Pulscore is to measure your heart rate continuously.

If the score is 50 or higher, you're active enough. If not, you could reduce your health risk by becoming more physically active. More active people can have their goal set to 100 or higher.

## Can I have Pulscore?

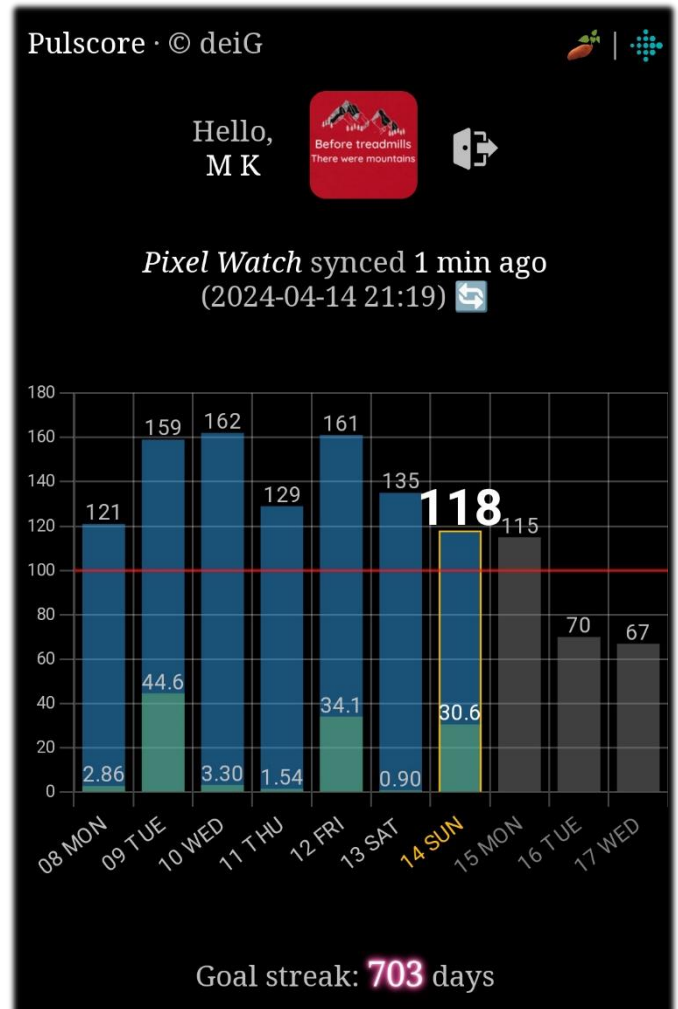
Currently, Pulscore has not been open to public yet. However, you can apply for access by sending an email to [pulscore@asc.hk](mailto:pulscore@asc.hk) if you

own a Fitbit or Google fitness tracker or smart watch. And you will be directed to the Pulscore website and asked to login with your Fitbit account.

## Why Pulscore?

Pulscore was inspired by the research from Cardiac Exercise Research Group of Norwegian University of Science and Technology ([Read the full research article here](#)).

More than five million deaths worldwide could have been prevented if people were more physically active. Pulscore could contribute to prevent cardiovascular disease and premature death by encouraging people to be more active.

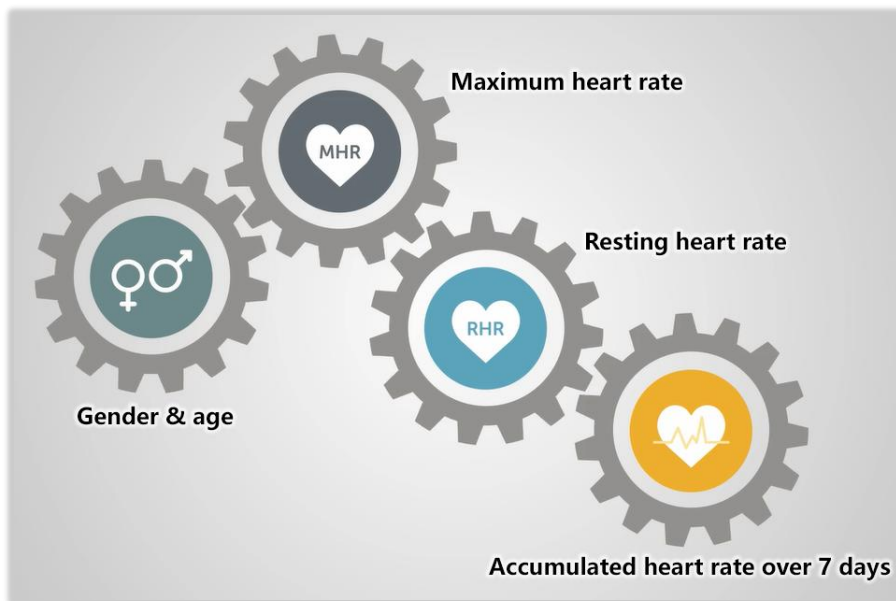


Major benefits of keeping your Pulscore 50 or higher:

- ✓ Considerably lower risk of mortality and longer life expectancy.
- ✓ Significantly lower risk of developing dementia, heart diseases, stroke, type 2 diabetes and other diseases.
- ✓ Improved cardiorespiratory fitness and overall health.
- ✓ More effective weight control.

## How is Pulscore calculated?

Pulscore considers your age, gender, resting heart rate and maximum heart rate. In other words, Pulscore is not based on the number of steps you walk or how many minutes of physical activity you perform each day. Those measurements do not consider the intensity of the activity. Therefore, Pulscore is a more accurate and attractive activity standard to tell you if you actually exercise enough.



It tracks every single piece of the heart rate data from your fitness tracker (or smart watch). Every single elevated beat-per-minute counts and pays off.

## How to earn 50 Pulscore?

It doesn't matter what type of activity you do to earn Pulscore – you could walk, run, cycle, row, swim or go skiing. All that matters is how high your heart rate is during the activity. As an example, over a 7-day period, you need only two sessions totaling one and a half hours of exercise to reach 50 Pulscore if the intensity is at least 80% of your maximum heart rate. On the other hand, two hours of moderate intensity activity will give you approximately 25 Pulscore.

The better your fitness, the more physical activity is needed to achieve 50 Pulscore. In other words, Pulscore adjusts to your progress. If you are untrained and out of shape, you could earn your 50 Pulscore just by going for short walks regularly throughout the week, as that will raise your heart rate. If you are in shape and well trained, you will need to do more.

Getting a Pulscore of 50 is the recommended goal for general public. If you live (or wish to live) a more active lifestyle, you may consider raise the goal to 100. Keep in mind that no one has to be active every single day to achieve the goal as the score is on a rolling 7-day basis.

