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## QUOTED. 15 September 2020. Eric Friedman.

by

Fitbit will launch its new Fitbit Sense smartwatch with an ECG app in October. See what co-founder and chief technology officer Eric Friedman said about the move.

“Early detection of AFib is critical, and I’m incredibly excited that we are making these innovations accessible to people around the world to help them improve their heart health, prevent more serious conditions and potentially save lives.” – Eric Friedman, CTO, Fitbit

> Find out more: [Fitbit Receives FDA Clearance, CE Mark For ECG App To Rival Apple](#)

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