

# EXPLAINED IN 60 SECONDS: ROX 2.0

## 5.

### ATTRACTIVE PRICE/PERFORMANCE RATIO

SIGMA bike computers stand not only for high quality, but also represent the best value. A number of **honors and awards** confirm the attractive price-performance ratio of SIGMA's high-quality products.

## 4.

### PERFECTION FROM GERMANY

SIGMA bike computers are developed in Neustadt an der Weinstraße, Germany. German engineering stands for a centuries-old tradition and is remarkable for its **precision, craftsmanship, and durability**. Importantly, every product developer at SIGMA is also a **passionate cyclist**. Prototypes are tested right outside our headquarters with the goal of creating the perfect product that will deliver an uncompromising user experience.

## 3.

### SIMPLE NAVIGATION

The ROX 2.0 bike computer can be connected to the **komoot app** on a smart phone. Turn-by-turn instructions can be shown as an **arrow on the display** or inside the **Red Circle**. This circle on the display is highlighted in color and shows the **distance to the next turn-off** as a colored bar.



## 1.

### READY TO GO ANY TIME

The ROX 2.0 is perfect for all those recreational athletes who want to use the **essential functions** of a GPS bike computer. The ROX 2.0 bike computer can be positioned on the handlebars in a few easy steps. **There is no need to mount cables or sensors**. After it's switched on, the ROX 2.0 uses GPS and GLONASS to determine the biker's position in seconds. Along with the user-friendly operation with two buttons, this allows a bike tour to be started right away.

## 2.

### EXTRA-LARGE CUSTOMIZABLE DISPLAY

The ROX 2.0's **2.0-inch display** and **extra-large numbers** make it easy to read, even during a ride. The free SIGMA RIDE app allows individualized display views to be set in just a few clicks – up to **six screens can be configured, each with two values**. Current speed and time are shown continuously on the display.

# WHY WE LOVE THE ROX 2.0



**DEBORAH GYESAW, Product Management**  
"My friend and I spend lots of time on our bikes on the weekend, and we like to use the komoot app. So it is very practical that the ROX 2.0 can be connected to komoot, shows me the navigation instructions on the display, and lets me leave my smart phone safely in my pocket."



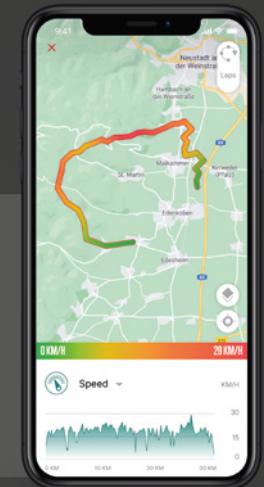
**CHRISTOPH HOLTHAUS, Sales**  
"It can be irritating to sit on your bike and not quite be able to see what the bike computer says. The ROX 2.0 doesn't have this problem. Its display not only is large, but also has very high contrast, and each view displays only three values plus the time. In this case, less is more!"



**MICHAEL PRIOR, Sales**  
"In my free time, I like to ride my e-bike through a wide variety of landscapes in North Rhine-Westphalia, Germany. So it's great that the ROX 2.0 can be connected to my e-bike. I can keep an eye on how far I can still go, and the navigation aids keep me on the right track."



**EVELYN SAWATZKY, Marketing**  
"I am responsible for social media communication at SIGMA, so I'm basically online day and night. So I like to be able to see the details of my data on the SIGMA RIDE app. The visual representation of speed as a heat map is something I really like."



**PLAY  
VIDEO**

## EXPLANATORY VIDEOS FOR SALES

You can find helpful ROX 2.0 video tutorials here. The videos explain the device controls and introduce special functions. Its great preparation for your next sales presentation.

**Tip:** All videos are available directly from our YouTube channel. Subscribe so that you never miss a new product again.

[www.youtube.com/user/SIGMAelektro](http://www.youtube.com/user/SIGMAelektro)

