EXPLAINED IN 60 SECONDS: **ROX 4.0**

5. ATTRACTIVE PRICE/PERFORMANCE RATIO

SIGMA bike computers stand for not only 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. EXTERNAL SENSORS

External sensors such as **speed, heart rate, and cadence sensors** can also be connected to the ROX 4.0 for those who want even more data and even greater value precision. **ANT+ or BLE** is used for this, ensuring maximum compatibility with all sensors.

1. UP WHERE THE AIR IS CLEAR

In addition to the ROX 2.0 functions, the ROX 4.0 has an integrated air-pressure sensor. It uses **barometric readings** to deliver information about altitude and determine **inclines and declines**. You can also call up a **graphical altitude profile** on the ROX 4.0. The home altitude at the beginning of the tour can be calibrated automatically from GPS or set manually.

2. EXTRA-LARGE CUSTOMIZABLE DISPLAY

The ROX 4.0 boasts an enormous **2.4-inch display,** and its **extra-large numbers** make it easy to read, even during a descent. The free SIGMA RIDE app allows personalized display views to be set in just a few clicks – up to **six screens can be configured, each with three values**. Current speed and time are shown continuously on the display.

ΔSIGMA.®

WHY WE **LOVE THE ROX 4.0**

SEBASTIAN GOSCHKA, Creation & Design
"On weekends, I spend lots of time on my e-mountain bike, and I think it's great that the ROX 4.0 is compatible with my e-bike. On inclines, I can check the grade and see how far I can get with my battery. The sporty design also makes the ROX 4.0 very easy on the eyes."

JENNIFER LEINENBACH, Marketing
"Normally I just want to tune out and relax when I'm on my bike – but I can't afford to miss important calls. If the ROX 4.0 receives a smart notification while I'm riding, I can just acknowledge it or take my smart phone out of my pocket and take the important call."
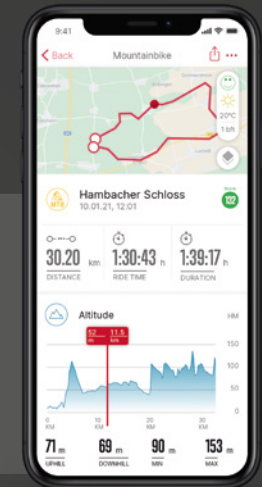
DR. NIKLAS BROWN, Product Management
"In developing the ROX 4.0, we focused on easy operation and fantastic legibility of the values on the display. Integration into the SIGMA RIDE app takes the bike computer to the next level and gives the ROX 4.0 capabilities that hardly any other bike computer on the market can match."

PLAY VIDEO

EXPLANATORY VIDEOS FOR SALES

You can find helpful ROX 4.0 video tutorials here. The videos explain the device controls and introduce special functions. It's 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

FRIEDEMANN BRINKEL, Sales
"After a long tour with friends, I love to go over the route with the SIGMA RIDE app when I get home and evaluate it. Routes I have ridden can be shared very conveniently and stored data can be compared."

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