



## FROM KICKSTARTER TO QVC

*Cubii, the first NEAT-Certified by Mayo Clinic, Smart Compact Elliptical, Prepares for Its First Run on QVC Just After One Year on The Market*

**CHICAGO** - [Cubii](#), the world's first smart under-desk elliptical machine, today announces its certification under Mayo Clinic's NEAT program as well as its plan to launch a new version of the product on QVC early June.

"We launched our first product in December 2015 and began shipping in January 2016," said Arnav Dalmia, CEO and co-founder of Cubii. We received very positive customer reviews last year and people are loving Cubii! With the increased demand of our original smart, Bluetooth enabled Cubii unit, we wanted to diversify our product offerings and create Cubii Jr., which allows users to keep track of their progress on a built-in monitor versus the mobile app."

Along with the addition of Cubii Jr., Cubii worked on getting its product approved under Mayo Clinic's NEAT program, which came back with some very uplifting results. Thirty office workers of varying age and body type were asked to complete Mayo Clinic's study. Results found that the subjects' energy expenditure increased by 84.5% after using Cubii from that of sitting. It's good to note as well that when people go from sitting to standing, energy expenditure only increases by about 16.7%.

Yet another milestone, Cubii is now live on BestBuy and the Cubii Jr. will be featured on an upcoming QVC segment.

"We are so thrilled to pilot with QVC this year," said Shivani Jain, CMO and co-founder of Cubii. It's been exhilarating to see all the different ways people have been using Cubiis - while working in the office to watching TV at home - and we can't wait to share our new product with QVC's prime time viewers."

Cubii users have already cumulatively peddled enough to travel the world 8 times and have burned a total of 15 million calories in less than a year since the company began shipping its product to Kickstarter backers. Available through the company's [website](#), the machine can be purchased for \$299, and also at a discounted rate for bulk orders.

To connect with Fitbit, users only need to download the Fitbit app; no Fitbit tracker is required. To learn more about Cubii, visit [mycubii.com](http://mycubii.com).

**About Cubii:**

Headquartered in Chicago, Cubii was founded in 2014 by three University of Chicago graduates. Cubii is the first under-desk elliptical that allows users to keep moving throughout the work day and is designed to be portable, quiet and ergonomic. The device is adjustable for all fitness levels and includes eight levels of resistance. Users can connect to the proprietary Cubii app to track distance, RPM, strides, and calories, compete with friends, and sync to their Fitbit to get credit for additional steps. To learn more about Cubii, visit [mycubii.com](http://mycubii.com).