



WEARABLE TECHNOLOGIES

Wearable Technologies at ispo winter 09

Herrsching 28.01.09: *With the Wearable Technologies Show, taking place at ispo winter 09 from February 1st to the 4th, the world's leading sporting goods trade fair offers a unique environment for the marketing of new technologies in the sport and lifestyle sectors. The innovative show spans 400 square meters and is a bundled presentation platform for WT-products currently available on the market and at the same time can be seen as a networking event that brings the sport and lifestyle sectors together with numerous innovative technology providers.*

The list of participating exhibitors includes from cutting edge market newcomers such as Baybox and Sonim to research institutes like the Swiss CSEM and system integrators like Texsys as well as the renowned industry giants Polar, Nokia and Bluetooth SIG. This winter's principle topics are training and activity monitoring as well as integrated heating.

Furthermore, the present technology trends in the communication, entertainment and high-tech materials sectors will take center stage in **Hall A3, Stand 106/207**. During daily product demonstrations from 12 to 1pm the WT exhibitors will present the functionality and marketing strategies for their innovations.

For instance, Miles Fashion and Pensonic will be presenting heatable jackets, gloves, sleeping bags and kidney belts; the Swiss research institute CSEM will debut an activity monitoring device designed for everyday use, Sonim is showing the world's toughest mobile phones and Baybox presents the media jacket. The Bluetooth SIG will introduce a new energy saving data transfer standard, Atlantik Elektronik will demonstrate ePunch, an electronic boxing panel which measures not only punch strength and punches landed, but also pulse through a chest strap. SportsCurve is displaying the smallest GPS/GPRS-Tracker on the market that can transmit your position down to the second and Bemis is presenting their state-of-the-art bonding technology, which shook the 2008 Olympic games in the form of the Speedo LZR Razer swimsuit. Polar will exhibit their new Team-Monitoring-System, Adept is showing a line of urban beanies with integrated Bluetooth headphones, Texsys will demonstrate their technological competence with the Swany communication glove G-Cell and Nokia and Polar will introduce the N79 together, a combination lifestyle mobile phone, online tracking platform and pulse monitor.

Within the framework of the Wearable Technologies Show the first Bluetooth Innovation World Cup will be launched on Monday, February 2nd, an international competition for product ideas utilizing the new data transfer standard "Bluetooth low energy technology" to integrate different devices / sensors as well as use data and performance profile readouts.

The third Wearable Technologies Conference with the motto "Where Fashion meets Technology" will take place in parallel to ispo winter on February 2nd 2009 in Munich. The central topics of the conference are mobile energy supply, monitoring in sport and healthcare as well as the design-oriented integration of technology.

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