

## P R E S S   R E L E A S E

### **Achillex is represented at the "Smart Textiles" Village at CeBIT**

**Hannover, March 2007. The innovative running-analysis-system *Achillex* is represented on the occasion of the CeBIT 2007 at the innovation platform "Smart Textiles". Achillex is a biomechanical laboratory embedded in clothing. With Achillex' dynamic measurement system every runner finds the shoe that is his/her personal best match, both in running and walking.**

#### **Gait analysis at sports medicine's highest standard**

The way you move is as individual as a fingerprint. Clearly, the features of a sports shoe have to match the runner's personal motion profile. One usually does not detect a mismatch until pain develops, and that is usually too late. Achillex evaluates shoes from different manufacturers and finds the one which optimally supports your own running style.

#### **Wearable Technology**

Achillex' electronics are embedded in clothing. This ensures that these high precision sensors are located at the accurate location on your body. Achillex captures the individual motion via several precise sensors 400 times per second. No detail escapes. Compare this to popular video analyses which usually produce 30 pictures per second. *"That may cause you to miss crucial details."* says the biomechanics expert Dr. Gert-Peter Brüggemann. Another significant advantage: You wear Achillex on your body and jog as you would off-track. This is important as most people run differently on a treadmill than they do on solid ground.

The captured data is transmitted to the vest with its integrated microcomputer, graphics display, electronic chip reader and voice output. *"Thank you, your run was successful"*, says the vest, when the required number of steps is reached. The whole process happens incredibly fast, it only takes 2 minutes to complete



the measuring.

The dynamic measuring technique guarantees, that the complex coordination between shoe and runner's foot are captured in unadulterated conditions and assessed automatically. The output: A scientifically founded running style analysis and the fitting shoe recommendation.

### **Unique – worldwide: The shoe check-up**

Achillex is the first system ever to detect wear related weakening of the material. The original data of the shoe is stored on an electronic chip as a benchmark for periodic service check-ups. The check-up ensures that any changes and wear symptoms are detected for timely and appropriate action and replacement.

### **Quality makes the break-through**

Dieter Lang, running expert of the LEX group has tested the system through and through: *„It takes little effort and the feedback from customers is very appreciative, especially when they see the comparison of old and new shoes.“*

Reebok arranged over 600 special events and is now permanently installing Achillex at their 50 most innovative retailers as part of their “rbk” branding.

### **Achillex: Award-Winning-System**

- 2006 Runner's World ISPO Award
- 2003 Overall winner ispo DuPont brandnew Award

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