

No. 17
Munich, January 26, 2017
Press release

ISPO BRANDNEW

Kathrin Hagel
PR Manager
Tel. +49 89 949-21474
Fax +49 89 949-9721474
kathrin.hagel@
messe-muenchen.de

NEW: ISPO honors sport industry's digital start-ups

- **New platform for digital newcomers related to sports**
- **Winners to be announced at ISPO MUNICH**

Hit the lights for digital newcomers. A new category known as ISPO BRANDNEW Digital is ISPO's way of showcasing apps, websites, platforms and software solutions that are related to sports. An independent preliminary jury of digital experts has already named the top six start-ups. They include a virtual avalanche training course, a tactics platform for aspiring soccer trainers and a multi-active screen for optimizing workouts. In the next step, the finalists will go for gold by giving elevator pitches at ISPO MUNICH. Anyone who is interested can experience the 2017 ISPO BRANDNEW Digital winners at ISPO MUNICH (Hall B5) from February 5 to 8.

ISPO BRANDNEW was established as a platform for sports newcomers in 2000. For 2017, it named its list of Top 50 start-ups that will present themselves in the ISPO BRANDNEW Village at ISPO MUNICH. However, sporting goods and sports fashion are not the only things that characterize the sports industry. The digital world also pervades the market. So now ISPO wants to shed light on their exciting innovations with the new ISPO BRANDNEW category "Digital". The Top 6 start-ups will have a special exhibition area at ISPO MUNICH and a chance to prevail over their competitors as the ultimate victor in a direct comparison: Among other things, whoever gives the most convincing elevator pitch on the ISPO ACADEMY stage and wins will receive sound business-plan coaching.

The Top 6 at a glance:

Avalanche VR, Italy, 2016: Virtual avalanche training

Avalanche VR is a revolutionary new approach to avalanche prevention. The user goes on a virtual ski tour via virtual reality. During the tour, he must assess danger and make important decisions based on available data to select the safest route.

OpenSponsorship, USA, 2014: Contact platform for sponsorships

OpenSponsorship is a platform for companies that are looking for possible sponsoring partnerships. It makes it easier for new brands to enter the world of sponsoring and brings athletes together with potential cooperation partners.

Fision, Switzerland, 2015: Website plug-in for determining clothing sizes

The Size Advisor of the new Swiss company Fision is a user-friendly software application that gives the user individual size recommendations when buying jackets, trousers and shirts. Based on full-body photographs from the front and side and details regarding height and weight, the app calculates the appropriate clothing size in just a few seconds.

Taktikr, Germany, 2015: Tactical knowledge for aspiring soccer trainers

Aspiring soccer trainers invest a lot of commitment and passion in their teams. taktikr is an app that provides immediate support: It provides answers to concrete questions about training, the game and tactics and allows the user to develop a training plan quickly. A chat function allows experienced trainers send quick and individual answers via WhatsApp or a browser. The archive serves as a knowledge pool.

SOLOS, Germany, 2016: Interactive screens to improve training

Anyone who works out at a fitness studio is familiar with the problem that a trainer is not always available to correct exercises when necessary. The "intelligent" mirror from SOLOS is the answer. As a digital personal trainer, it provides real-time feedback, records and analyzes training progress, connects with equipment and is easy to use.

Eversports, Austria, 2016: Administrative software for sports studios

Eversports software simplifies administrative tasks at sports facilities that pertain to availability, management and capacity optimization for courses, camps and

events. Eversports.com allows the user to reach thousands of active sports enthusiasts in their region and improve brand awareness in the process.

Additional information about ISPO BRANDNEW is available at

www.brandnew.ispo.com and on Facebook: facebook.com/ispomunich

About ISPO

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET, and ISPO TEXTRENDS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round —identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.

Messe München

Messe München is one of the world's leading trade fair companies. It organizes over 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. Each year, more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade fair center, the ICM–Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade fairs in China, India, Turkey, South Africa, and Russia. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and over 60 representative offices abroad serving more than 100 countries.