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Press release

ISPO Brandnew 2019

And the overall winner is: A new concept for mass custom manufacturing of alpine skis

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The expert jury for the ISPO Brandnew award has selected the 2019 winners from more than 400 submissions. The most innovative products with true market relevance are distinguished each year in the world's largest competition for start-ups in the sports industry. This year, the concept from ORIGINAL+ for the mass custom manufacturing of alpine skis came out as the overall winner. The other award winners offered remarkable products with personalized functions, new safety features and unconventional ideas. Visitors can see the ISPO Brandnew award winners and finalists from February 3 through 6, 2019, in the ISPO Brandnew Village at ISPO Munich.

"We had extremely good submissions this year: The decision ultimately came down to small details in the design, function or presentation. Along with a cohesive overall concept, the marketability of the product is always a determining factor," explains David Badalec, responsible for ISPO Brandnew. The jury selected one Overall Winner as well as one Winner in each of the categories Accessories, Apparel, Fitness, Hardware Summer, Hardware Winter and Wearables.

The process is somewhat different with ISPO Brandnew Digital for start-ups in the field of digital services for the sports industry – from digital solutions for connecting fans and teams, platforms for player analysis and training optimization through to technologies that allow sport to be experienced in a whole new way. The young companies from this sports tech environment will be at ISPO Munich in the new ISPO Digitize Area. The best concept will be recognized by a jury of top-class digital experts in a live pitch.

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Here is an overview of the ISPO Brandnew winners who have already been determined:

Overall Winner

ORIGINAL+, Austria, 2016, www.original.plus

ORIGINAL+ is a concept for the mass custom manufacturing of alpine skis. A specially developed software works with artificial intelligence to interpret the biometric data of the athlete. Personal information provided about their skiing style and preferred area of use is then combined with these parameters and all of the collected information is translated into a tailor-made set of skis. “The award was given for mass custom manufacturing, which – when implemented at competitive prices – would be a major step for the industry,” emphasizes Thorsten Schwabe from INDIGO, a longtime member of the ISPO Brandnew jury. The award validates the innovative content offered by ORIGINAL+, which also won over the independent ISPO Award jury in 2018.

Winner Accessories

Bluebird Mountain, Germany, 2017, www.bluebirdmountain.de

The PowderBee drone from Bluebird Mountain shortens searches for avalanche victims by crucial seconds. Light (600g) and compact, it fits in any backpack and assists in emergency situations by searching for avalanche victims from the air. While the drone scans the avalanche surface, the search party can coordinate the next steps in the snow. If PowderBee detects a signal, it transmits a visual and acoustic notification and the rescue can begin without delay.

Winner Apparel

Hero Water Wear, Australia, 2018, www.herowaterwear.com

Hero Water Wear combines a functional shirt suitable for water sports with a lifesaving function. In an emergency, the integrated carbon dioxide cartridge is activated via a ripcord, which then inflates air chambers in the shirt's chest and

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shoulder areas. It buoys the wearer and can thus save lives. There are also other convincing features: The integrated SPF 50 protects against sunburn. A blend of 80% polyester and 20% Lycra with flat seams and a double lining ensures a comfortable fit.

Winner Fitness

YoRoller, Austria, 2017, www.tiroller.com

YoRoller is a portable fitness station for equipment-supported strength training indoors and outdoors with an adapter that enables it to be easily mounted to poles, handrails or trees. Based on the flywheel energy concept, the YoRoller works like a horizontal yo-yo that responds to the movement of the user and converts the rotational energy accordingly. The effects of training result purely from the athlete's energy that is used and converted – additional weight is not needed.

Winner Hardware Summer

INOBO, France, 2017, www.inobo-kiteboarding.com

The modular kiteboard INOBO impressed the jury with a novel combination of a carbon exoskeleton and an additional deck pad. The exoskeleton ensures that the high-performance board remains stable. The expanded deck module can be exchanged at the surfing spot based on skill level – from beginner to professional – as well as the surfer's preferences and prevailing conditions. The decks are available in different designs, colors and sizes.

Winner Hardware Winter

SPLIT SKI, Poland, 2018, Website coming soon

The SPLIT SKI is a real space saver. A technically simple yet highly functional connector linking the two elements makes the skis foldable and thus the perfect travel companion by plane, train or bike. On the slopes, the skis can be easily transported in a backpack for combined ski and alpine tours, then unfolded for full

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usability. The jury was particularly impressed with the new technical connector attachment and the high quality of workmanship.

Winner Wearables

diPulse, Sweden, 2017, www.dipulse.com

diPulse integrates electrostimulation (EMS) in functional clothing to promote muscle training. Convenient, carbon-based control elements are attached to the clothing without wires or electrodes. They enable targeted stimulation of particular muscle areas in every training stage. In addition, an integrated virtual trainer can access the data in real time and give the athlete active feedback.

More information about ISPO Brandnew is available online at

<https://www.ispo.com/awards/ispo-brandnew>

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.