

## Press Release

Munich, 20 January 2010

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### **SkiGo, the digital skiing instructor, is the ski sport innovation in 2010**

Beginning with the winter season 2010/11, the ski sport can finally again look forward to a true innovation. Two months after winning the ispo BrandNew award in the category "Hardware Accessories", Moticon will present SkiGo for the first time at the ispo 2010. Until now, digital training systems were reserved for professional sports because of their complexity. With SkiGo, Moticon makes professional training methods available to everyone.

SkiGo is made up of a pair of sensor insoles for ski boots, which measure the activities of the skier while skiing, and a terminal device where different exercises can be selected. The motion data gathered while skiing is interpreted and evaluated. SkiGo compares the data with the target data for the respective exercise and gives the skier immediate assistance for improving his/her skiing technique.

This really works! The training success was documented in extensive studies by the Technische Universität München, Munich/Germany. The "Power Skiing Course" integrated into SkiGo was developed by professionals in cooperation with the German Ski Instructor Association (DSL) and shall be implemented as an add-on in skiing courses across Europe, and also be used for self-taught training.

SkiGo will not be the only coaching product from Moticon. "We aim at supporting active people in their athletic activities, or patients during rehabilitation. More specifically, we are striving to adapt the product for the golf market soon," says Maximilian Müller, managing director of Moticon.

Private investors have the opportunity to share Moticon's success: Also small investments from 10.000 € to 100.000 € will get the chance for attractive interest rates and added value. Interested investors feel free to contact [ir@moticon.de](mailto:ir@moticon.de).

Hall A3, Booth BN21  
SkiGo Testing

