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Press Release

ISPO AWARD

ISPO Honors The Best Sports Products for 2014/2015

- International jury evaluates 418 entries, 11 percent more than in 2013
- 5 PRODUCTS OF THE YEAR, 51 GOLD WINNERS
- ISPO AWARD Winners at ISPO MUNICH 2014

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Every year, ISPO honors the best sports products for the coming season with the ISPO AWARD. In 2014 the jury examined 418 entries from 27 countries and selected the best of the best as the ISPO AWARD PRODUCT OF THE YEAR in the PRODUCTS and ASIAN PRODUCTS divisions. From January 26 to 29, visitors to ISPO MUNICH 2014 will have the opportunity to find out more at the ISPO AWARD Exhibition and experience the ISPO AWARD Presentation live.

Each year, the sports industry presents its product highlights for the coming season at ISPO MUNICH, and the selection is very broad. The ISPO AWARD PRODUCTS acts as a seal of quality and offers a reliable selection of the best products from the Action, Outdoor, Ski and Performance segments, as well as from the ASIAN PRODUCTS division. Each segment featured its own, specially selected jury, as well as an Eco Responsibility jury with focus on sustainability, who examined all entries. Overall, 48 experts traveled from three continents to Munich to select the winners for 2014/2015.

Tobias Gröber, Head of Business Unit Consumer Goods Exhibitions at Messe München GmbH, reports: "The selection of winners by the jury shows that the 2014/2015 season holds plenty of innovations. In terms of sustainability companies exhibit an ever-increasing involvement. There is also a lot happening in regards to product weight." Visitors will have a chance to experience the high-caliber selection of ISPO AWARD Winners at ISPO MUNICH 2014.

PRODUCT OF THE YEAR, Segment Action: Union Binding Company - FC

The snowboard binding FC consists of forged carbon steel, a true material innovation that is even lighter than titanium. It allows the production of three-dimensional binding components offering optimal support and flex at the required locations wherever force is applied. With only 1260 grams the binding is a true lightweight. FC is the result of an in-depth cooperation with “ACSL”, Automobili Lamborghini Advanced Composite Structures Laboratory.

PRODUCT OF THE YEAR, Segment Outdoor: Oru Kayak

Maybe the biggest surprise is the PRODUCT OF THE YEAR Winner in the Outdoor segment. In November 2013 the start-up company was selected as the ISPO BRANDNEW Overall Winner, and now the product also impressed the ISPO AWARD jury. The bag weighs 11.8 kilos, and fits into almost any car's trunk. At first glance it doesn't look special. Yet within five minutes, the same bag unfolds into the 3.66-meter-long Oru Kayak. Clever origami technique makes it possible. The kayak features solid construction with a seamless, double plastic liner. This invention solves storage and transportation problems, and is perfect for a considerably expanded target group.

PRODUCT OF THE YEAR, Segment Ski: Dahu Sports Company – Dahu Ski Boots

Passionate skiers have been jealous of snowboarders for just one thing: their much more comfortable boots. Now skiers can catch up with the help of Dahu Ski Boots. They consist of two components, a soft inner boot featuring a waterproof and breathable membrane and a separate, exterior boot construction. This system offers skiers both a comfortable, high-quality boot for getting to the mountain and stable construction for a dynamic downhill run.

PRODUCT OF THE YEAR, Segment Performance: Technogym – Google Glass Controlled Treadmill

This treadmill represents the next generation of professional fitness equipment. As the name reveals, users can control the treadmill with the Google Glass and also have direct access to training results. Thanks to the new UNITY Technology, an android-based display for cardiovascular training equipment, the treadmill is compatible with any app or peripheral devices. Every user can personalize the functions, including personal training program, data and entertainment.

ASIAN PRODUCT OF THE YEAR: X- Bikeman

Bikeman is an exciting innovation especially for safety in everyday traffic. With the help of integrated LED arrows the backpack displays the rider's directional change which the rider signals with the help of the wireless transmitter. Whether straight, left, right or stop; vehicles behind the rider immediately notice the intended directional change. In addition to this primary function Bikeman also offers a number of additional clever details.

Special Award for Houdini Sportswear

Houdini impressed the ECO Responsibility jury with a strong combination of design and function as well as a closed sustainable production chain. This promoted the jurors to honor the "Women's Bedrock Pants" with the ISPO AWARD ECO ACHIEVEMENT Award.

The Winners at ISPO MUNICH 2014

The **ISPO AWARD Exhibition** at booth 309 in hall A2 bundles the sports sector's award-winning product innovations, creative projects and progressive marketing concepts. In addition, the winners will be officially presented at the **ISPO AWARD Ceremony** on January 27, 2014 at 4 pm in hall A6 at the ISPO Snow, Ice & Rock Summit, presented by Marmot.

More information is available at <http://www.ispo.com/> and on Facebook:

<https://www.facebook.com/ispoaward> and

<https://www.facebook.com/ispo>

Messe München International

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO Academy, ISPO AWARD, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH and ISPO BEIJING offer a comprehensive overview of their respective markets.