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FIBO 2010 –The Leading International Trade Show for Fitness, Wellness and Health
22 – 25 April 2010 at the Essen Exhibition Centre

14 April 2010

FIBO Jubilee with many Innovations: Nominees Announced for FIBO INNOVATION AWARDS

At FIBO, we have seen many a star born, and countless innovations and premieres celebrated: Products such as the "Power Plate" (2002), "TreadClimber" (2006) and "Cardio Wave" (2007) went on to take the world of fitness studios and gyms by storm after winning this award. The 25th edition of FIBO will see the FIBO INNOVATION AWARD awarded for the eleventh time. The award has long since become a seal of quality in the industry. And that is not only due to the fact that the award is presented on the centre stage of FIBO; at the meeting place of the entire fitness community, where industry, trade and media representatives, as well as fitness studio owners, physiotherapists and the end-consumers all come together. The award is presented by an independent jury of experts under the direction of the TÜV Rheinland Group and in cooperation with FIT FOR FUN magazine. The jury includes journalists, sports scientists and sports medicine specialists.

It does not matter whether the innovations refer to actual inventions or the further development of training equipment, the targeted promotion of health or a concept for the use and communication of equipment – the nominees at the FIBO INNOVATION AWARDS represent the crème de la crème of what the fitness industry has to offer in the way of innovations. Nine products have been nominated this year from the countless number of entries. The award is presented by TÜV, FIT FOR FUN and FIBO in three categories: "Training Equipment", "Health" and "Concepts". This year there will also be a special award in the "Design" category. In 2010, we have again allowed FIBO exhibitors to enter products and concepts that represent an innovative development for the entire industry and that have been on the market for no more than a year. The nominations come with the presentation of the Silver Seal. During the trade show, **all the nominated products will be on display in the INNOVATION FORUM in Hall 7, which will also be the venue for the awards ceremony on the second day of FIBO, Friday, 23 April, at 3:00 p.m.** The prize will be presented by Pop-Star Haddaway who produced a song for FIBO's 25th anniversary.



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I. Nominees in the "Training Equipment" category

DASAN RND Co., Ltd.: FREVOLA-T7 A (Hall 7/ B30)



The FREVOLA-T7 A interactive treadmill uses the patented Automatic Speed Control (ASC) technology in connection with a PC-assisted application system (PCAS) allowing users to set the speed themselves without having to choose from pre-set standard speeds. The treadmill automatically adjusts to the user's running behaviour. The FREVOLA-T7 A is an interactive piece of equipment and its variable workout programs make the training sessions much more natural, efficient and interesting.

Proxowell GmbH: Core Circuit Product Line (Hall 3/ A10)



The Core Circuit product line represents an innovation in the training world with a revolutionary new functional training position. This is the first piece of equipment to focus on torso and leg muscle stabilization. This is made possible by the special seat construction which enables an entirely new, partly even half-standing, training position in comparison to conventional weight training equipment. The Core Circuit equipment essentially manages without the otherwise common back padding or passive stabilization supports. Instead the focus is on ergonomically-formed saddle seats that are equipped with an easy-click

seat height adjustment system. proxowell® is also setting new standards in its choice of materials with an individually hardened moulded foam construction instead of the conventional padded seat. This design, in connection with a concentric-action hydraulic resistance system and optimal foot positioning thanks to foot supports on the base plate, ensures fully optimized biomechanics.

Woodway GmbH: CURVE (Hall 3/ D20)



This treadmill is powered exclusively by human energy; it requires no drive motor or electronics. The speed is controlled by the positioning of the body's centre of gravity. The product is therefore totally environmentally friendly. It does not require an electrical power source, has practically no wear and tear components and a near frictionless drive system thanks to the fact that it glides on ball bearings. It is not necessary to replace the deck or running belt. CURVE guarantees a long working life thanks to the durable WOODWAY membrane technology. The innovative, curved design challenges and trains the runner both physically and mentally. In addition, the direct feedback to the runner ensures a high degree of body awareness.

II. Nominees in the "Health" category

Aipermon GmbH & Co. KG: AiperSunny (Hall 7/ B35)



The AiperSunny is worn at the hip and uses high-tech acceleration sensors to measure and calculate the daily movement and calorie consumption of the wearer. The collected data on the wearer's activity can easily be transferred to the included AiperSun software using a USB cable. This enables the analysis of personal activity and calorie consumption with clear daily, weekly, monthly and long-term views. It only takes one click to send the data collected in the AiperSun to the web-e™ server for analysis.

The web-e™ health and fitness programs sensitize users to their movement behaviour, both everyday and sports-related, and thus also offer support in motivating users to more activity.

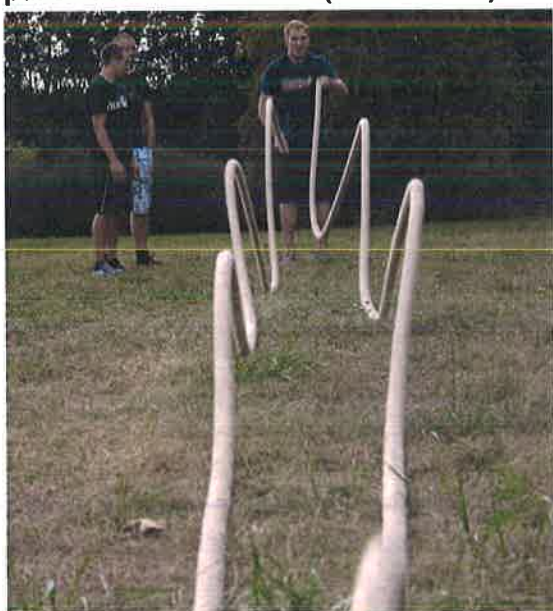
ONGO® GmbH: ONGO® Seat (Hall 7/A41)



The ONGO® Seat has a rounded bottom and a base-integrated ball track. The rounded bottom allows the seat to follow every single movement of the user. The ball immediately reacts to movements of the ONGO® Seat. Any changes in position are reported by the sound of the rolling ball. If the user is doing targeted exercises, for example hip rolls, then the ball travels the full circle of the track. Therefore, sitting on

the ONGO® Seat can be developed into a targeted and effective training programme for the back muscles, which can easily and quickly be integrated into daily routines – at the office, gym or home.

pullsh active: WildeSeile (Galleria/G42)



WildeSeile (wild ropes) recognizes the potential of something that has been around for centuries as a means of modern, functional training. It is quickly accessible, highly affordable and extremely simple, and trains the entire body, especially the thighs, buttocks, arms and shoulders. The athlete has to 'resist' the waves of every swing and remain tense. This improves proximal stability and contributes to overall fitness. The resistance is easily adjustable by altering the length and thickness of the ropes. The longer the rope, the more difficult it is to generate a continuous wave. The thicker the rope, the more difficult it is to grip and hold the rope. The different swinging

techniques enable the development of a highly varied training programme.

III. Nominees in the "Concepts" category

for me do GmbH: Intelligent Concepts for the Health Market (Hall 1/ C14)



The new "for me do" concepts connect the markets for medicines and fitness. Competence and effectiveness are increased by improving the training and therapy options. For customers, the concepts mean an increase in revenue and expansion of the customer base. In addition, the customer is supported with a sustainable

training concept during implementation. Service and customer support are provided from a single source. The concepts have been developed by experienced sports scientists and marketing experts.

milon Industries GmbH: milon OS (Hall 3/ A20)



milon has revolutionized its support concept and will be presenting its "milon OS" (Operating Systems) for the first time at FIBO 2010. The software solution networks milon equipment and also assumes administrative tasks in the gym. That does not mean that there will be no need for gym staff in the future, but rather that milon OS will support trainers and staff in their tasks, thus ensuring optimal support for the customers. The entire workflow is improved as milon OS independently maps the key areas in the gym. milon OS supports the trainer in developing the ideal training plan for each and every member at the gym. The

system allows the trainer to use a PDA (handheld computer) to establish a wireless connection to all networked milon equipment. This gives the trainers complete control of all equipment and the programmes being used on them – and that regardless of where they are in the gym.

TECA SRL: CoreUP (Hall 3/ C10)



CoreUP is an "all-in-one" is a station that offers a complete standing torso workout and integrates both the muscles that are being trained, as well as the antagonistic muscles. It is the first machine of its kind that enables the full programme of torso training in a standing position at the very same piece of equipment. This extraordinary training method uses an incredibly natural movement to include both the major muscle groups, as well as the deep muscles.

Additional press information and photographs are available from the FIBO press office and can be downloaded at www.fibo.de.

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