

6th April 2009

**FIBO 2009 – The Leading International Trade Show for Fitness, Wellness & Health
23 – 26 April 2009, Essen Exhibition Centre**

Countless Innovations at Tenth Edition of Award: Nominees chosen for FIBO INNOVATION AWARD

The tenth edition of the FIBO INNOVATION AWARD will not only feature the innovative potential of the fitness industry, but also witness the award appearing in a new design.

It does not matter whether the innovations refer to the further development or design of training equipment, the targeted promotion of health or a concept for the use and communication of equipment, the nominees at the FIBO INNOVATION AWARD 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 entries. Whereas two exhibitors were nominated in the “Design” category and three exhibitors were nominated in the “Health” category for their innovations, four manufacturers received nominations in the especially innovative “Training Equipment” category. The nomination comes with the presentation of the Silver Seal.

In addition to the awards in the three categories, for the first time this year, the Jury will also be presenting a special award for the most innovative concept of an equipment manufacturer for the use of a piece of training equipment or training equipment system in a fitness centre. The aim of this combined usage, marketing and communication concept is to support the fitness centres in customer acquisition and retention.

The awards will be presented by an independent jury of experts from institutions, universities and trade media, under the direction of the TÜV Rheinland Group. **The award ceremony will take place on the second day of FIBO, Friday, 24th April, at 3:00 p.m. in the Innovation Forum in Hall 7.** All the nominated products will be on display here throughout the entire trade fair.



Nominees of FIBO INNOVATION AWARD 2009

Category Training Equipment

David Sports Ltd.: David AIO

There are three main benefits with this innovation. First, the weight is automatically connected in all of the 20 different exercises. Second, the connection between the movement arm and the weight stack is direct, with minimum number of pulleys and shortest possible wires. All exercises feel solid, low friction, and natural. Third, using AIO is very safe; with no visible wires, pulleys, etc. the user can work out safely with uncluttered controls outside the “engine room”. **(Hall 3/ A26)**



enformax Europe GmbH (gym 80): enforbike®

The new enformax® (endurance force maximizer) training concept provides the enforbike®, with a wheel geometry system, which includes a mechanical, decoupled, impulse-loaded bottom bracket axle. In connection with the force specific effect of enformax®, the complex, individual performance features of force-stamina stimulation and time optimisation are maximized. Contrary to all conventional options that pursue the enhancement of the training quantity, enformax® aims to achieve a greater training quality. **(Hall 3/ B18)**



Marpo Kinetics, Inc.: VMX multi-mode rope climber

It takes a very common exercise (rope climbing) and enables anyone to benefit from it. Climbing a regular rope is hard and only the most-fit individuals can do it. But it is a very beneficial exercise that provides a workout that targets the entire upper body in one exercise. The VMX rope climber enables anyone to incorporate rope climbing into their workouts. With its unique resistance mechanism, the VMX enables rope climbing to be used for strength, cardio or rehabilitation training. **(Hall 7/ E14)**



FIBO INNOVATION AWARD 2009



X-Force AB: X-Force machine

With conventional strength-training equipment, the user typically stops doing repetitions when he cannot continue on the lifting phase. In an X-Force machine, the easier positive lets a trainee reach performance failure on the heavier negative, which is most advantageous to the muscular-growth process. X-Force puts the user in better control because each repetition must be performed smoothly and slowly – so there's an extra margin of safety built into each machine. **(Hall 7/ C15)**



Category Health

Dr. Wolff Sports & Prevention GmbH: Dr. Wolff Back Therapy Center

The Dr. Wolff Back Therapy Center is the first equipment-supported training system that enables deep sensory back training with integrated biofeedback. The equipment system enables exercises in the standing, sitting and prone positions. The innovative element of the equipment system lies in the new motion technology and the differentiated integration of the sensors with biofeedback technology. **(Hall 3/ D12)**



Frei AG: Tramp Trainer TT®

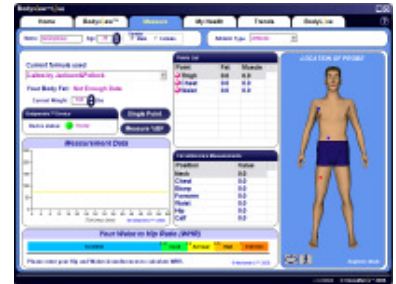
The wide range of adjustment options, the easy entry/exit (entry support) and the stabilization of the legs using the spring suspension and the angle adjustment of the carriage mean that the FREI Tramp Trainer TT® can be used by a large number of users. In addition to strength, it especially trains the sense of balance, as well as reaction, coordination and motor skills. Furthermore, the training also supports lymph circulation, trains the pelvic floor and has a preventive effect against osteoporosis. **(Hall 1/D12)**



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**IntelaMetrix: BodyView 2D**

We go beyond numbers and percentages as with typical body composition software's and can look into the body to see just how the body is transforming. In addition to visualizing and tracking fat loss and muscle growth, BodyView 2D can actually distinguish muscle quality. Which gives a more complete and accurate analysis as well as better communication between fitness professionals and end users. **(Hall 7/ B13)**

**Category Design****Teca Srl: Beauty by Teca**

The design of the BEAUTY equipment series by TECA represents a diffusion of light, organic, flower-inspired volumes; harmonious lines that play a part in a confidence-inspiring whole with their chromaticism; an allusion to tulips, that represent "perfect love" in the female universe, as a symbol of lightness and elegance. In consistence with the principles of minimalist linearity, which inspired the design of the TOTEM, the profile of a trapezium was chosen for the frame, thus permitting the circular arrangement of the equipment. When closed, the circularly arranged equipment only requires little space. **(Hall 1/C20, Hall 3/C10)**

**Milon Industries GmbH: DORSYS**

The "dynamic power metering" records all joint-specific strength behaviour in a single recording. This makes it possible to analyse the strength development under sub-maximal loads. Joint-specific strength reductions can be seen and thus offer the basis for the individual setting of the milon training equipment. By using the recorded data, the targeted management of the training can be ensured by using the corresponding training programs. **(Hall 3/ A20)**





Special Category Concepts

The presentation of this year's special award deals with more than just the actual product and honours the best concept for the positioning of a product in a fitness studio and its internal and external communication. The award will go to the most innovative concept from a training equipment manufacturer that helps a fitness centre to acquire and retain new members. Thereby, the concept should focus on a piece of training equipment or a training equipment system and include an innovative concept for the arrangement of the equipment and its technically correct instruction and usage. The manufacturer will thus stand out and not only provide the equipment, but also a usage, marketing and communication concept. Thereby, it is important that the training equipment, arrangement idea and communication concept as a whole represent a further development for the industry.

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