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ispo 10  
07 – 10 February 2010

ispo TV Service

New Munich Trade Fair Centre



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Throughout ispo, the ispo TV Service will provide broadcast-quality footage material - daily, and free of charge. It comes with shotlists and textual suggestions. The standard format is Digital Beta (16:9), differing format requests need to be voiced in advance.

The footage can be ordered at the TV Service Centre, or via the ispo Media Bureau.

It can also be received via ftp-Server or Satellite playout. Contact us for FTP access.

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## Newsletter No. 5

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- **European Ski Award**
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- **TSG – Inspired by nature**
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## **Winners of the Eco Responsibility Award**

Sustainable production and business methods are still very much up on the agenda. So this year's jury looked at both individual products of eco-friendly make-up, and sustainable production methods of brands themselves. Evaluation of business sustainability was informed by the so-called ESPA criteria, which was developed by Munich's Technical University in cooperation with international experts, and consists of the following aspects: logistics, manufacturing, biocompatibility, usability, as well as culture and social responsibility of a company.

### **Völkl Amaruq eco – Winner Hardware Ski (A1.326)**

Völkl describes its „Amaruq Eco“ touring ski as being made from FSC-certified, home-grown wood. The body is made up of veneer layers stuck together by Bio resin, and the surface is designed from wood as well. All glass fiber and synthetic components are to be replaced by this potentially highly sustainable material. The running surface of “Amaruq Eco” is completely made from second-hand coating – so-called Regranulat – while the edges are made from steel with a recycling factor of 60%. The ski was made for demanding, eco-conscious touring folks, its measurements put it in between the Freeride and Alpine ski categories.

### **Atomic Poacher Premium Renu – Winner Hardware Snowboard (A1.210 + A4.302/411)**

Atomic's eco-friendly Splitboard took the Snowboard category. The touring snowboard consists of a poplar core and glued ash wood. Fibre glass components have largely been replaced by jute layers, which are not just more eco-friendly, but also lighter. The design is realised by water-based varnish. It is to take just 3 minutes to put together the Freeride Board from the various components. Atomic emphasizes that Splitboard did not lag behind conventional boards in terms of performance.

### **Pyua Climate 2L Padded Man Jacket und Pant – Winner Textile (1) (B1.502)**

Pyua sets out to impress eco-conscious Freeriders with its “Climate 2L Padded” Combo. As are all Pyua products, jacket and trunks are all made from recycled materials and can themselves be fed back in the recycling process. Functionality of the textiles is achieved through the integration of Sympatex membrane, which is now being produced without the hazardous polytetrafluoroethylene, better known as Teflon.

### **Patagonia R3 HiLoft – Winner Textile (2) (B5.110)**

Patagonia produces all products from recycled and recyclable materials and the „R3 HiLoft“ Fleece jacket is no exception. This light and warm item furthermore carries a bluesign certificate, which verifies that production processes have been examined – and been approved of – in terms of used resources, consumer safety, water and air pollution and labor conditions. Patagonia's Eco Responsibility Award can thus be seen as reward for its exemplary production approach as well.

**Edelrid Kite – Winner Accessories (A5.328)**

Edelrid's new "Kite" climbing rope was developed for the high performance segment. It complies with the bluesign standard and was thus destined to play a role in the Accessories category. It also is of little weight, a small diameter and very smooth.

**Lenzing Fibers Tencel – Winner Fabrics & Fibers (B6.305)**

Austrian fibre manufacturer Lenzing is decorated for a holistic concept of sustainability which spans from the choice and use of resources to the use of electronic mobility on company premises. "Tencel", winner of the Fabrics & Fibres category, is made from eucalyptos cellulose, represents a real alternative to conventional cotton and serves as a substitute for T-Shirts, to name but one. The advantage of eucalyptos lies in its quick growth and a small consumption of water and soil. Lenzing insures growing free of any genetic manipulation and use of pesticides. Last but not least, the tencel fibre is biodegradable, making it an eco-friendly fibre as well.

**The winners of the European Ski Awards 2010**

Traditionally, the European Ski Awards are awarded by an international Jury made up of media representatives, business representatives, and independent industry experts. It is awarded to those products that distinguish themselves through technical standard, design, and user friendliness.

**Blizzard R-Power FS IQ – Winner Hardware (A5.202)**

Austrian ski factory Blizzard is decorated for its new "IQ Power Full Suspension" damping technology. Inspired by automobile technology, it is equipped with visible, oil-based shock absorbers which are to prevent unwanted vibrations and lead to increased control of movement.

These shock absorbers are complemented by a so-called „Carbon Power booster“, a carbon strutting providing an even distribution of force over the length of the ski. Sportive skiers were to appreciate an agile ski of increased safety and improved handling, packaged in a dynamic design.

**Völkl Racetiger RC PSi – Winner Special Price (A1.326)**

Völkl is to emphasize individual adjustment of the ski this coming season. The newly developed "Power Switch Individual" technology is to allow for a personal calibration of the ski informed by ability, weight and age. By means of an adjustable screw at the rear of the ski, a carbon rod within the ski can be tensed or discharged, thereby altering the flex of the ski. The skis are to be set up according to the needs of the customer when purchased.

In the eyes of the Jury, "Power Switch Individual" bears the potential for better safety and improved performance for the aggressive carver, while improving customer service competence in shops.

### **Tecnica Phoenix 100 Air Shell – Winner Ski Boots (A5.202)**

“Air in your shoe!” – that’s how Tecnica’s Air Fit Technology can be described. Air cushions have been integrated in between shell and inner shoe at the front foot- and heel areas, cushions that can be filled and emptied manually. By the push of a button at the back of the boot, Skiers are to configure the boot depending on terrain conditions, shape of feet, and personal preference. Tecnica aims at all those skiers primarily concerned with comfort of use.

### **Fischer RCS Carbon light skating – Winner Nordic (A4.202/311)**

Fischer’s new nordic skating shoe has specifically been designed for ambitious free-time skaters. The use of carbon stabilizes the shoe, allows for a high torsion resistance and effective transmitting of force onto the ski – while weighing comparatively little. “Worldcup Carbon Cuff” technology achieves high stability of the sides while preserving freedom of movement to front and back. Additional flexible materials are to aid comfort and fit, a ratchet zip allows for individual adjustment of stability, volume and torsion resistance.

### **Uvex take off goggles – Winner Others (A4.502/402)**

Goggle producers are still challenged by changing lighting conditions on and off the piste. The innovative “take off” technology, of convincing technical design and execution, impressed the Jury and earned Uvex an ispo Award. This helmet-compatible goggle can be adjusted to crude lighting conditions by adding an additional, darker pane to the original orange one. This is done by means of a magnetic mechanism, allowing for a fast, uncomplicated change while the goggles are worn. The additional pane is both thin and flexible and can easily be kept in any jacket. It provides UVA, UVB and UVC protection and comes with an anti-fogging coating.

### **VAUDE – Snuggle-wear for Her (B6.117)**

Women are demanding when it comes to equipment matters, and touring bags are no exception. It is to be comfortable, stable, and provide easy access, all of which is granted by Vaude’s “Diamond Peak”. It comes with a shortened back system compared to the men’s model which, together with an anatomically-shaped aluminium frame, makes the bag sit tight on one’s back no matter how dynamic a run might be. Belt and shoulder straps are made from soft and flexible material and are to adjust to female body shape. Access to the main panel of the bag is now granted by a second opening at the back, while a new safety panel at the front of the bag caters for safe storage of, and quick access to, safety equipment such as shovel, sensor, and search device.

When opening this panel, an information sheet on alpine emergency situations is revealed.

And for all those smaller gadgets today’s females need to carry, there is a smaller, optional back attached to the bag’s waistband.

### **TSG – Inspired by nature (A2.400)**

An octopus encasing one's head with its arms – not the most cosy encounter to imagine, but a practical metaphor for TSG's new helmet technology. The inner shell of "Arctic Octopus" is to adapt to, and better fit, the individual shape of one's head, somewhat reminiscent of the versatility of that multi-armed sea inhabitant. An impact-absorbing foam layer on the inside of the helmet is divided into several segments, which are held together by thermo-plastic joints and a hybrid-nylon shell. This special fit is to increase the degree of protection. Vertical channels in between the helmet segments cater for improved circulation of air under the helmet, which complies with standard safety norms and provides comfort of use through additional features such as low-sitting helmet shell, dispensable ear pads and goggle clip.

### **Evoc – A protection vest (A3.304)**

Off-piste riding and Fun Park jumping can be quite dangerous, while even standard skiing on the piste bears some risks. Back protectors are thus heading the securitization of winter sports taking place. These are still largely made of synthetics and represent just one more piece of equipment that needs to be catered for. The new Evoc model is different. Here, the back protector has evolved into (protection) clothing. The protector vest is made from breathing-active, heat-regulating material and the protector itself is no longer made from synthetic resources. Instead, a new kind of absorbing material is used, material which is also breathing-active thanks to integrated micro capsules. The winter sports protection vest was even to fulfill the European norm for motorcycle protectors.

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## ispoTV Service Overview

### Themenservices & Infos

- More information on products, events, selected guests and new trends will be available in the coming newsletters
- We will research selected topics and issues to provide detailed background stories.
- At [www.ispo-tv.com](http://www.ispo-tv.com) you can download our newsletters and receive all the relevant information regarding matters such as satellite feeds, and even have a look at some preview clips of the footage material.

### TV Service

- Early information on products, trends and events
- Sneak footage of news and selected products from ispo on snow preview
- Throughout ispo, daily, cost-free Footage material on Digital Beta (16:9), including shotlists and editorial suggestions
- Satellite links for news reporting
- Background information and structured, thematic editorial support
- **New:** Ready-edited features
- **New:** Podcasts for Online use
- **New:** Distribution of Footage material via ftp-Download, for flexible reporting amid tight production schedules

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