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Wearable Technologies at ispo winter 09

With the Wearable Technologies Show, held at ispo winter 09, from February 1st to the 4th, 2009, the world's leading sporting goods trade show offers a unique environment for marketing of new technologies in the sports and lifestyle sector. The special exhibition covers 400 square meters, and provides a bundled presentation platform for already existing WT products, but is also organized as a networking event to bring together the sports and lifestyle industry with a variety of suppliers of innovative technologies.

The list of participating exhibitors reaches from innovative newcomers such as Baybox and Sonim, research institutes like the Swiss CSEM and system integrators like Teksys, to renowned industry giants such as Polar, Nokia, and the Bluetooth SIG. The major topics this winter are exercise and activity monitoring, as well as integrated heating applications. In addition, the focus at hall A3.207 is on technology trends in the communication and entertainment segment, as well as high-tech materials. WT exhibitors present the operation, functions, technologies, and sales strategies of their innovations in daily product demonstrations from Noon to 1.00 pm.

As part of the Wearable Technologies Show the first *Bluetooth* Innovation World Cup will be launched on Sunday, February 1st, at 5.00 pm – an international innovation competition, searching for product ideas for the sports, fitness, and healthcare market, using the new data transfer standard “*Bluetooth* low energy technology” to network various sensors and systems for storage and analysis of data and performance profiles.

Parallel to ispo winter 09, the third Wearable Technologies Conference under the motto “Where Fashion Meets Technology” will be held in Munich, on Monday, February 2nd, 2009. The primary topics include mobile power supplies, sport and healthcare monitoring, as well as design-oriented integration of technologies.



For the first time, the proven exhibition concept of the Wearable Technologies Show will also be part of ispo china, held from February 19th to 21st, 2009 in Beijing.

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