

World innovation: EMS homeStudio with a high-end device and app

Ulm, 29 August 2018 – Health is a major trend this millennium; a person's body is increasingly considered a temple that must be looked after. Against this backdrop, EMS training is becoming more and more popular. It was previously extremely difficult to find outside of gyms and was quite costly. However, the hectic pace of work and family life sometimes means that there simply isn't enough time to go to the gym. As we increasingly become a digital society, new possibilities and ways to supplement existing offers are also coming to the fore in this sector. As a result, the demand for tailored programmes is increasing. Beurer is mastering all these trends with a single product: The EMS homeStudio for tailored EMS training, anywhere and at any time.

Customisable EMS training at home



The Beurer EMS homeStudio is a high-end EMS device for use at home. Together with the free "beurer EMS HomeStudio" app, users are provided with professional EMS training. The user can choose between "Fitness & Power" and "Relax & Wellbeing", with a total of 20 workouts available in the app. The level of difficulty can be customised and users can also create their own workouts

from 50 exercises. The device comes with four cuffs and eight electrodes which are controlled via four separate channels.

At the start of the training unit, the user first needs to select a virtual coach and their desired workout. Both the 3.5" TFT display and the app then show the correct positions for the cuffs and electrodes that are needed for the selected session. The virtual coach demonstrates the exercises in videos, which the user can access around the clock – unlike a trainer at the gym. After completing the exercise unit, the app shows the user a detailed overview of their training progress. Graphics clearly

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EMS HomeStudio

illustrate the user's own performance and indicate where there is potential for improvement. Trainer feedback is provided for distinctive points. Moreover, a calendar function tracks how often the user performs their training. The app comes with a multi-user function, meaning it can be used by several users on the same smartphone or tablet – perfect for families, flatmates and teams.

Beurer is presenting new products across all product areas at the IFA 2018. All of the highlights will be on show at Beurer's booth from **31 August to 5 September 2018** in **hall 4.1, booth 212**.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. Further information is available at www.beurer.com.