

German Innovation Award for high-end EMS trainer from Beurer

Ulm, 29 May 2019 – Attaining a defined body as well as increased endurance and strength by training at home – is that even possible? The EM 95 *Bluetooth*® muscle stimulation device – EMS homeSTUDIO for professional EMS training at home made a great impression on the German Innovation Award's independent jury and was a winner in the category of "Excellence in Business to Consumer – Travel, Sports & Outdoor Goods".

The German Innovation Award recognises products that offer added value over current solutions.

The level of innovation, user benefit and value for money are criteria which influence this evaluation. In addition to this, social, ecological and economic sustainability as well as durability, technical quality and function play a decisive role.

The founder of the prize is the German Design Council. Set up by the German Federal Parliament, they advocate business competitiveness.

A world first: pocket-size EMS training device

The EM 95 *Bluetooth*® muscle stimulation device – EMS homeSTUDIO helps the user achieve sporting success more quickly and effectively. In the free "beurer EMS HomeStudio" app, users can choose between the areas of "Fitness & Power" and "Relax & Wellbeing". In total there are 20 predefined workouts available, categorised into three difficulty grades depending on the fitness level. However, the user can also put together a personal workout for themselves out of 50 exercises. The training is guided by a virtual coach, who shows the user how to perform the exercises in the correct manner in brief videos. The app also shows the user a detailed overview of their training progress. Included in delivery are four cuffs to stimulate the muscles in the thighs and upper arms, as well as eight self-adhesive gel electrodes, which can be controlled via four separate channels. The practical trouser/belt clip ensures that the EMS trainer is firmly attached to clothes during exercises and does not disturb the

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WINNER**



workout. The app can be used by several users on the same smartphone or tablet via the multi-user function.

About the German Innovation Award

The German Innovation Award was awarded by the German Design Council foundation for the first time in June 2018. Its aim is to highlight innovations to a wide audience and ensure successful positioning in the market. An independent and expert jury decides who receives the "German Innovation Award 2019". The jury is comprised of innovation experts from industry, science and venture banking. The German Design Council was set up by the German Federal Parliament (Deutscher Bundestag) and receives donations from German industry. The German Design Council's competitions have been honouring world-class design, brand and innovation achievements since 1953.

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 1000. Further information is available at www.beurer.com.