

PC 100 PostureControl: the smart clip with coach app against back pain

Ulm, 10 July 2019 – Many people spend most of their everyday working day sitting down. This puts a lot of strain on our backs. As a result, we develop back pain due to a static posture. Under the name "8sense by beurer", the health specialist Beurer, together with the start up 8sense, is launching the smart sensor clip PC 100 PostureControl with an app onto the market in order to counteract back pain in a targeted manner. The virtual coach can record, analyse and improve posture and body movements. On 10 and 11 July, the product will be showcased at the IFA Innovations Media Briefing in Berlin.



The innovative clip is attached unobtrusively to the back of the neck area, centred on the collar of the clothing, and can be connected to a smartphone via *Bluetooth*[®]. The device automatically records micro-movements, periods of being upright, changes in position and active breaks using body scanning. The sensor emits a gentle vibration if you stay sitting in the same position for too long; this vibration prompts the user to change their sitting position. The recorded data can be retrieved and assessed using the free "8sense" app.

Virtual back coach for increased dynamism in everyday life

The posture control helps the user to consciously work on their everyday habits. It supports a dynamic manner of sitting, e.g. with frequent changes of position. One-sided strain of the muscles is therefore prevented and it helps you to be more aware of your own body. The PC 100 PostureControl motivates you to achieve individual activity goals and to move more, in your lunch break for example.

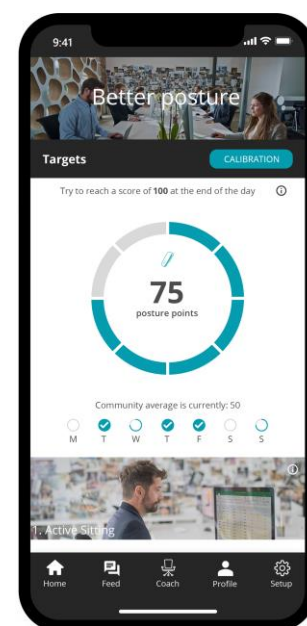
In the future, it will be possible to compare your own results with the average values of other app users in the community area and receive tips to help you maintain a healthy back. A training module is also to be integrated into the app. The virtual back coach recommends exercises for the office or for at home here in order to make your day-to-day life more active. Short videos show how the user can effectively counteract back

Beurer GmbH,
Germany, **Ulm**
Söflinger Strasse 218
89077 Ulm
Germany

Contact
Anna-Katharina Peuker
presse@beurer.de

Website
www.beurer.com
www.beurer-healthguide.com

Social media



problems and stretch/strengthen muscle groups in a targeted manner. This makes it easy to do something good for your back health in the long term.



Technical data:

PC 100 PostureControl

- Dimensions: 60 x 25 x 7.2 mm
- Weight: approx. 14 g (incl. USB charging adapter)
- Includes "8sense" app, data transfer: Bluetooth®

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.