

Back pain all too familiar? Improve your posture with the PC 100 smart clip

Ulm, 4 September 2019 – One in every two working professionals spends their working day in front of a computer. It's no wonder then that almost one in three adults suffers from back pain. Often, it is sitting in a static position for too long that is the cause. Beurer is attempting to combat these back problems and, together with start-up company 8sense from Rosenheim, has brought the smart PC 100 PostureControl device to market. The clip – which comes with an app – will be presented at this year's IFA.



The **PC 100 PostureControl** 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 innovative clip 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 data can be retrieved and assessed using the free "8sense" app.

A posture coach for a healthier back

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 future, the app will feature a training module with a variety of exercises to do at home or at work. There will be short videos that provide instructions and enable the user to learn interesting facts about their back health. There will be a community area, designed to encourage the user to train more and to stay more active throughout the day. And the module will feature tips about how to promote back health – as an additional plus

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factor. In this way, it will be easy to identify bad sitting habits and to improve one's back health for the long term.



Beurer is presenting new products across all product areas at the IFA 2019. All of the highlights will be on show at Beurer's booth from **6 to 11 September 2019** 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 1000. Further information is available at www.beurer.com.