

A healthier back with the PC 100 PostureControl smart clip

Ulm, 17 November 2019 – Back problems are one of the most widespread issues of all time; nearly one in three adults experiences back pain. One of the main causes for this is remaining in a static sitting position for prolonged periods. Beurer is now combating this problem together with the Rosenheim-based start-up 8sense, and is introducing the PC 100 PostureControl back trainer and app at MEDICA, held from 18 to 21 November 2019 in Düsseldorf.



The **PC 100 PostureControl** connects to a smartphone via *Bluetooth*[®] and the clip is attached centrally to the collar of your clothing. While the smart sensor is worn inconspicuously in the back of the neck area, it automatically records micro-movements, upright phases, reclining phases and steps using body scanning. The clip emits a gentle vibration if the user stays sitting in the same position for too long; this vibration prompts the user to vary their sitting position. The data can be retrieved and assessed using the free "8sense" app.

A posture coach for a healthier back

The back trainer promotes dynamic sitting habits, e.g. with frequent changes of position, and helps the user to consciously change their everyday habits. One-sided strain on the muscles can therefore be counteracted, and users become more aware of their own body. The PC 100 PostureControl motivates users to achieve individual activity goals and to move more, in their lunch break for example.

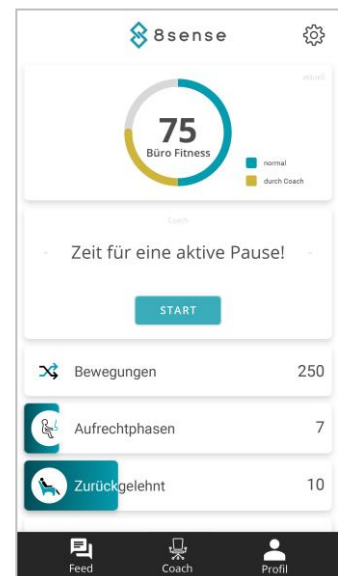
Soon, the app will feature an additional training module with a variety of exercises to do at home or at work. There are short instructional videos to show how to do them correctly. Additionally, the user learns interesting information about their back health in the feed and receives tips for a healthy posture. A community area additionally motivates the user to complete regular training and to be more active throughout the day. The PC 100 PostureControl with app helps users to shed poor sitting habits and improve their own back health for the long term.

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All of the highlights will be on show at the Beurer MEDICA stand from **18 to 21 November 2019** in **Hall 10, Booth D20**.

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.