

– and the winner is...

Ispo's Brand New Award is billed as the 'World's Largest Start Up Competition', and recognises products that improve and enhance the outdoor experience. The ispo BrandNew Awards will be presented for the 15th time at the New Munich Trade Fair Centre, February 4–7, 2007. The latest trends and innovations will be exhibited in the ispo BrandNew Village in Hall A2.

Numbers continue to rise and this time no less than 231 young entrepreneurs from 23 countries submitted entries, all meeting the criteria of a brand or company that is no older than four years, has never been a registered exhibitor at ispo before and presents innovative products.

The expert jury, composed of managers from the sports industry and editors of sports trade magazines including this magazine, had to select an overall winner, six category winners and 31 finalists from the entries. They viewed, examined and tested all the products and were impressed by the high quality of the entries.

It was inevitable that modern electronic gadgets would play a large role. Since most of the big brands are busy accommodating iPods and offering clever technology, the entries in this sector had to be good.

Nevertheless it was an exciting 'new' sports area that captured the overall AdvanSA award: the Kitesurf Speedrider. As is so often the case with new businesses, the overall winner, The JN Kitesurf group, is a young Italian team with a great deal of experience combined with a great idea that it wanted to bring to market. The Speedrider concept attracted the judges as it looks like a new and attractive sport with a real

JN combined a parachute and paraglider to create the 'Speedrider', AdvanSA Overall award winner.

ispo



chance of success. As JN describes it, Speedriding is the new racy combination of skiing and flying. In reality it is a combination of a parachute and paraglider, designed for high speeds on snow, with extreme stability and a wide flying speed range. It features a special, very stable airfoil, high tenacity materials an optimised design.

Speedriding is essentially:

- flying along a slope at high speed with a clearance of a few metres or centimetres
- skiing with large, medium or small curves
- skiing where there are no runs off piste, where you simply take off and fly over the ground and touch down where the slope improves and continue carving
- ideal addendum to snow kiting if there's not enough wind for kiting

Using the brake, the rider can adjust the flying speed. They can also adapt the glide path to the steepness of the hill. On demand the Speedrider rides or flies. It is easy to take off and easy to land and the braking range is so wide that an undesired full stall is nearly impossible; the special harness is very light and comfortable and can be used for long flights with a paraglider.

Many of the other prizes were linked solely with hardwear, which parallels the market's current enthusiasm for tools such as better lighting, mapping and location tools. A mobile-phone system that links into personal training and a helmet linked to a communications system that can be used for training or emergencies also attracted attention.

The Streetstepper, from Austria, which won the Nilit award, was found very attractive by the judges as a way of practising a more traditional indoor exercise outside. This is a combination of a bike and a stepper with a top speed of over 30 km/h capable of managing a 15% gradient in an upright body position. As well as being a



Bombdesign

Westcomb

Trampboard – Guru

good looking piece of equipment it creates a very enjoyable exercise tool.

The importance of the iPod is clearly defined by the way in which Nike has recently adapted to it with its Nike + iPod Sport Kit, and the number of companies doing clever things with clothing, waterproof, breathable hardshell ergonomic design was notable.

Westcomb was founded in 2004 with the objective of designing and building performance gear that is functional, uncomplicated and of the highest quality. The integrated soft-switch technology allows the wearer to manage the iPod through controls on the sleeve. We know that soon new developments with materials will transform this market once again, but for the time being this is a neat and elegant solution. Westcomb, a Canadian company, has built links with major innovation partners including Consoltex, eVent, Polartec and Schoeller.

AdvanSA Overall Winner

JN – Speedrider: combining parachute and paraglider, the 'Speedrider' is the birth of a new sport.

DuPont Hardware Winter

Trampboard – Guru: a snowboard – or wakeboard – dummy specifically designed for trampolines.

Nilit Hardware Summer

Streetstepper: a stepper which performs like a city bike.

Airboard Hardware Accessories

Headzone: a helmet construction with integrated waterproof citizens band radio.

Freudenberg Accessories

Blatand: a cell phone becomes your affordable personal trainer.

YKK Sportswear

Westcomb: a perfect iPod-system with a perfect outdoor jacket.

Creora Style

Bombdesign: bags and accessories shaped through the zipper.