

2<sup>nd</sup> January 2019

## **onTracks introduces its innovative gloves with integrated GuideWatches designed for motorcycles and bikes at the CES in Las Vegas! A CES 2019 Innovation Award winner !**

Discover them at Booth 50017 at Eureka Park!

During the CES, the French startup onTracks will announce for the first time its intuitive solution designed especially for motorcycle's and cycle's gloves. The GuideWatches guide intuitively through vibrations anyone who uses a two-wheeler to reach his destination, without taking any risks by checking the smartphone when in urban mobility. A unique innovation that allows onTracks to aim new target groups like mobility and last mile delivery, after those of outdoor, sport and nomad activities.

*« We have already bracelets compatible with GuideWatches that can be worn either like regular watches or specifically on the upper side of the hands. Integrating them into the gloves was this one step further that we have crossed, thanks to professional glove makers who want to innovate. With our technology, we are aiming the obvious targets of motorcycle, mountain bike and city bike. Some other supports to be revealed soon. »* reveals Philippe Leca, the CEO and founder of onTracks.



The CES is a very promising moment for the startup that wishes to gain some new distributors and capture some international brands with its multi-activity GuideWatches. *« It is a unique occasion to unveil and enable some reviews of onTracks with the motorcycle and bike gloves. An international preview that, hopefully, will provide us some opportunities to partner immediately for the launch of our product, early 2019. »*, comments Philippe Leca. *« It is a critical path to proceed to the second financing round. »*

Prestigious obtained awards have confirmed the strong expectations that have existed since the beginning of the project. The product meets to an essential need: « *the need of navigation is present in our everyday life and there are numerous applications of our technology in it.* »

Follow the itinerary without watching the map. This innovation for sportsmen and two-wheeler users is to discover at **Booth 50017 at Eureka Park** during the CES in Las Vegas and at the **preview at CES Unveil on Monday 6 January at Mandalay Bay Hotel.**



### OnTracks' technological innovation

GuideWatches were created by onTracks for outdoor sportsmen in order to facilitate their life and to guarantee them a safer adventure. These are the first connected watches that allow following an itinerary without checking the map or the “intrusive” vocal orders of the GPS. onTracks is for all the enthusiasts of outdoor activities (jogging, mountain bike, hiking, trail), as well as for those who use daily their bike or motorcycle.

### How does it work?

The user wears two watches (one on each wrist) and connects them with the onTracks app in his smartphone. The onTracks community suggests a wide selection of tracks to the user, according to his habits, performances and current location. He chooses his itinerary, clicks on « GO » and then - simple as it sounds- puts the phone in his pocket and lets himself be guided! When he needs to turn right, the right bracelet vibrates and indicates the order. As soon as there is a left turn, it is the left bracelet vibrates, providing the necessary information.

The user is guided as if someone else literally knew the itinerary and guided him side by side.

Trailer at: <https://youtu.be/wSeyY3U-KVo>



## **About onTracks :**

The French startup, onTracks, was founded in 2016 by Philippe Leca, who previously held positions heading up finance in small and medium-sized businesses and international groups in France and the United States. All of these adventures had 'international' and 'innovation' in common.

With his 20 years of experience, he decided at the beginning of 2016 to embark upon his entrepreneurial adventure. It was during a mountain bike ride that the idea was born: to give freedom to outdoor sports enthusiasts (including mountain bikers, trail enthusiasts, runners and hikers) who are endlessly constrained having to look at a screen or listen to a voice for guiding their routes. This idea extends to motorcycle and scooter riders wishing to get from point A to point B, Vélib users biking around the city, or even tourists wishing to discover a new city on foot. From this concept, a project is born: creating a connected wristband with an intuitive guiding solution for outdoor activities and everyday transport!

A few of the awards received by onTracks:

- Chosen by French Tech to attend the CES Las Vegas expo in January 2017 and 2019
- Winner of IGNFab 2017, IGN incubator
- Winner of Anancy Base Camp 2017, Outdoor Sport Valley incubator, an organization assembling the biggest players in the world of outdoor sports
- Winner of the Digital Innovation Competition (CIN6), organized by BPI and the DGE
- Outdoor Industry Award 2017 by a panel of international experts at the Outdoor Show, an international outdoor sports expo (Friedrichshafen, Germany)
- Winner of the 'Applications & Services' category at the Inosport 2018 competition
- Honoree: CES 2019 Innovation Award.

After raising M\$ 1.2 in a funding round at the beginning of the year, onTracks has gained the trust of the institutional investors at the BPI France, as well as angels investors in order to finance its development.

The GuideWatches will be commercialized in early 2019 in stores specialized for outdoor activities, electronics, mobility and their e-Store.

### **MEDIA CONTACT**

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