



NEWS MEDIAS - June 2017

**onTracks the startup from
Marseille, France,
winner of an Industry Award 2017
at Outdoor Show in
Friedrichshafen.**

The future begins here.

Every year, the Award Ceremony is a key event of the Outdoor Show which is awaited by the brands that develop innovative outdoor sport products. This year, more than 330 products have been tested, evaluated and rated by a panel of international experts.

The new intuitive guidance solution onTracks and its connected bracelets won one of the 38 Industry Awards and joined the prestigious brands and products awarded in recent years within the [Award Gallery](#). "We are very proud to win this Industry Award! Our product entices the professionals of the sector, which is a real recognition of onTracks by its peers. This visibility is essential to finalize our fund raising and puts us in a favorable position to build a network of distributors and partner brands."



WINNER

INDUSTRY
AWARD 2017





How onTracks works

When you start on a new running, trail or mountain bike route, you spend your time taking out a map, a phone, a compass to get your GPS position. onTracks brings a solution that allows to follow your track while remaining connected with the nature, concentrated on your practice and your performance. With onTracks, the information comes to you intuitively and not intrusively.

You choose a route proposed by the app (or one you create) and you are guided by the vibrations emitted by the two bracelets carried to each of the wrists and connected to the smartphone. When turning right, the right bracelet vibrates and emits light signals. When turning left, the left bracelet is activated. A screen on each bracelet completes the information if needed. Simple, new and effective.

During the first semester of 2017, onTracks could exhibit at Eureka Park in Las Vegas for CES 2017 thanks to Aix Marseille French Tech, the national organization that supports startups in the South of France. onTracks was also laureate of the IGNfab, the incubator of the French National Geographic Institute (IGN) that allows it to access the highest expertise in cartography and geographic databases.

Last but not least, onTracks joined the incubator of Outdoor Sports Valley in Annecy (France) and benefits from the synergies of the leading network of the sector and also from the experience of the major actors of the outdoor industry.

***onTracks exhibits at Outdoor Show in Friedrichshafen
(Hall B4 – Running Center - booth #303)
from June 18 to June 21st 2017.***

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www.onTracks.co



onTracks is supported by [French Tech](#), [CCIMP](#), [BPI](#), [IGNfab](#) et [OSV](#)