



PRESS RELEASE

December 2016

#Startup #CES #FrenchTech
#ConnectedObjects #GPS
#Route #Tracking#SportOutdoor
#Running #Vtt #Hiking #Trail



Get off the beaten track!

The Marseille startup - onTracks - will present at CES 2017 (Las Vegas 5 to 8 January) a new "intuitive" connected guidance solution that will open up new horizons to the practice of outdoor sports, the use of two-wheeled vehicles in urban environment, and the discovery of sightseeing tours.

Its creator, Philippe Leca, likes to discover beautiful loops of run when he is on business trips, and to explore new mountain bike tracks on weekends and holidays.

So far, he has found itineraries on forums or has traced them himself, but at each intersection he had to wonder whether he had to fork or keep on the way.

So, he had to consult his GPS, or take his card from his backpack and do likewise at each intersection. The notions of fun and freedom specific to outdoor sport quickly lost their meaning.

And like many of us, he also sometimes got lost on family hikes caught by landscapes or simply distracted.



"Even with a map and a GPS, you often need to look for your way. While practicing our activities, we do not want to stop to consult the guidance tools." The idea of a connected navigation device that sends vibrations to the wrists to indicate changes in direction came to his mind. "Instead of looking for information, I thought that information had to come to me, non-intrusively. A solution emerged: a connected navigation which would enable me to follow a route without having to consult a map and without having to endure the voice navigation of a GPS. We developed an application connected to two bracelets sending vibrations and light information to the wrists when changing direction. "

onTracks will quickly become a standard for intuitive itinerary guidance, offering freedom, pleasure of discovery and certainty of never getting lost.

OnTracks is one of the top 500 global startups selected by the Consumer Technology Association to exhibit at CES 2017's Eureka Park in Las Vegas, from January 5 to 8th.

Press Officer onTracks - Sophie Claudon Courbon - +33 (0) 6 83 59 65 37 - sophie@agence-ced.com

www.onTracks.co



For further information...

onTracks is a guiding device composed of two bracelets and a mobile application enabling outdoor sports enthusiasts (runners, mountain bikers, hikers ...) to fully enjoy new routes to discover without having to consult a map or a GPS. Once the route has been selected, and the activity started, the bracelets vibrate to indicate when to turn left, or right. The application shares thousands of routes and can suggest its own to the community. With onTracks, the pleasure of discovery is total, and the risk of getting lost disappears. So, only the pleasure of letting oneself wander on new traces prevails!

France counts 18 million hikers, 6 million runners, and 3 million mountain bikers. In the United States, the proportions are the same, even if the country is the original birthplace of mountain biking and if this sport is even better represented. On an average, in Europe and North America, 20% of the population practice outdoor sports, that is to say nearly 200 million people.

The wish of discovery is at the core of these practices. However, up to now there was no reliable and "non-intrusive" device that could enable one to enjoy these activities on new paths without having to regularly check one's position on a map or a smartphone. With onTracks, simple "lateralized" pulses when getting near crossings, make it possible to know which path to follow. In case of doubt, if several traces are going, for example, left, an indication on the bracelet enables to validate the good trail. The rider or hiker is permanently geo-localized, no matter what the availability of GSM networks may be. If he wants it, he can also invite the community to "follow his tracks" using his circuits. The application refers to thousands of tracks, and invites those who are the closest to the athlete's position, indicating their specificities (activity, points of interest, difficulty, distance, duration ...). Once the route has been selected, off we go!

onTracks is based on the latest microelectronic technologies and its solution is patented worldwide. It is the only "hands-free guidance" device in the world, which has a use in the urban environment too, for a safer riding of bikers and motor-bikers. Just on the market of "runners" (340 million people worldwide), onTracks is planning to conquer a market of 4 billion dollars in 3 years' time, with a purchase price of approximately 130 \$ and subscriptions to evolving services options.