



FOR IMMEDIATE RELEASE

Movesense to host kick-off meeting for Innovation Marathon at ISPO Munich

Movesense will attend ISPO Munich as winner of ISPO Award in the health and fitness category.

MUNICH – February 03, 2019 – [MoveSense](#), the ready-to-use motion sensor and development environment built to fuel the design of wearables, has invited a select group of creative minds, app developers, and product managers attending [ISPO Munich](#) to participate in a kick-off meeting for its 2019 Innovation Marathon, a contest in which inventors and tinkerers of the ISPO Open Innovation community will build their own wearable device.

The trade fair, which ranks among the world’s largest gatherings in sports business, recently awarded Movesense with an [ISPO Award](#) in the health and fitness category. Movesense will exhibit at the show Feb. 3 to 6 in Hall B4, Booth BN08, ISPO Brandnew area.

“ISPO Munich hosts an amazing collection of companies using technology to enhance sports and equipment and apparel for sports,” said Terho Lahtinen, Senior Manager, Future Concepts at Movesense. “The creative power of these contestants will ultimately highlight Movesense’s promise to speed the development of the wearables market and lower barriers to entry.”

Contestants were chosen from a group of applicants that submitted an idea for a project that can be executed with the Movesense platform. Each will receive a Movesense developer kit, along with support for their project from the Movesense team. Winners will be announced at the ISPO Digitize Summit, held July 3-4.

Movesense, which was developed by Suunto, announced this year that it has shipped over 700 software development kits to teams developing devices for sports, healthcare, entertainment, and industrial applications globally. Ten companies using Movesense are on the market now, with 40 more close to production just one year after its firmware completed beta testing. In 2018, several startups relied on Movesense to take their product to market from inception to pilot in a matter of months.

“With the Movesense platform, companies that want to develop a wearable product can skip the expensive and time-consuming process of developing hardware,” Lahtinen said. “We estimate that startups can save 10,000 engineering hours and millions in revenue that could be spent enhancing the user experience and building a customer base.”

Suunto, the world’s leading maker of smartwatches and dive watches, started developing Movesense for its own line of smartwatches in 2015, but soon realized that it could accelerate the growth of the wearables market by making a programmable sensor available. Because its open development environment is easy to use, early adopters of Movesense have been able to focus on smaller sports in which there are few products and other so-called edge cases.



Suunto recently announced the Suunto Partner Program, which is expanding the ecosystem of Suunto-compatible devices by giving developers access to the Suunto API. Movesense extends that program to Suunto hardware, ensuring easy creation of movement sensor applications to external developers.

For more information on Movesense, please visit movesense.com.

About Movesense

Movesense is an open development environment for motion-sensing solutions. Developed in Finland by Suunto, its easy and innovative tools accelerate measuring and sensing applications across sports, agriculture, manufacturing, health care, and more. Learn more at www.movesense.com/.

Developers interested in incorporating Movesense motion-sensing technology into their prototypes or current products can order a software development kit [here](#).

About Suunto

Suunto is a Finnish manufacturer of world renowned sports watches, dive computers and precision instruments for the toughest conditions. Find out more about the company and its products at www.suunto.com. Suunto Partner Program can be found at www.suunto.com/welcomepartners.

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