Matthias Aßmann


SICS Internet of Sports Day 2013
Matthias Aßmann

German, 47, family GER/FIN, Gi/Van, Brands, Nature, Music
Founder and CEO at Mandel

Gore-Tex

eastside comm., Muc (Peak Performance, Haglöfs, Salomon, etc..)

SOG Scandinavian Outdoor Group

ISPO, FIBO, Nordic Outdoor, LMU/MIUN/Extra

MANDEL (Hästens, Fjällräven, Salomon, Polartec, Suunto, etc..)

6/3 12 130
Sporting Goods Industry

Development / Intelligence
Producing Companies, Brands
Distribution - Retail
Fairs
Competition / Events
Education
Sports Brands

Product (Idea, Quality, Service)
Personality/signum of a product/service/company
Promise, Trust, Belonging, Symbol, Status
Revenue to
Owner
Trader
Industry
Society & politics

Budskap
Digital Evolution

Stopwatch

Measure device
- Production
- Speed, Distance, View

Heart rate meter

Camera

Development
- Professionals
- Private Training
- Mass movement
Track your Progress
Share & Learn
Integrated Experience

HEART RATE
129 bpm

DISTANCE
22.4 km

RUNNING
2:23'10 h

JOIN MOVESCOUNT

WHAT IS MOVESCOUNT?
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling</td>
<td>1:53'02.4</td>
<td></td>
</tr>
<tr>
<td>Speed</td>
<td>32.2</td>
<td>km/h</td>
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<tr>
<td>Heart Rate</td>
<td>138</td>
<td>bpm</td>
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<tr>
<td>Distance</td>
<td>60.70</td>
<td>km</td>
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<tr>
<td>Speed</td>
<td>32.2</td>
<td>km/h</td>
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<tr>
<td>Recovery Time</td>
<td>29</td>
<td>h</td>
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<tr>
<td>Ascent</td>
<td>410</td>
<td>m</td>
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<tr>
<td>Temperature</td>
<td>101</td>
<td>m</td>
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<tr>
<td>Calories</td>
<td>987</td>
<td>kcal</td>
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<tr>
<td>Ascent Time</td>
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<tr>
<td>Descent Time</td>
<td>0:44'40.0</td>
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<tr>
<td>Flat Time</td>
<td>0:04'13.4</td>
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<tr>
<td>Lowest Point</td>
<td></td>
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<tr>
<td>Highest Point</td>
<td></td>
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</tr>
<tr>
<td>Minimum Temperature</td>
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</tbody>
</table>
MEMBERS

KILIAN JORNET
4020 fans
trail running & ski mountaineering

JONATHAN WYATT
879 fans
I grew up on the western hills of the Hutt Valley in New Zealand

JOSEF AJRAM
600 fans
http://www.josefajram.es
http://www.facebook.com/pages/J

AKUVARAMAKI
570 fans
Jack of all sports, master of none!
:) I'm into running, skiing,

ADAM CHASE
559 fans
I tend to be the type who tells time by where the sun is in the

TRAILSHREDDER
518 fans
Project 2013: My Year of Mountains - Follow my Blog on:

WONSLLAF
497 fans
"Wonsllaf" is "Snowfall" spelled backwards. "Life is not about

ANNAFROSTY
411 fans
"It is not the mountain we conquer, but ourselves..." Sir
What lies ahead?

Generation iphone – “assist me”
High product performance expectations
Produce my event
Share my effort / achievement
Plug & play benefit
Don’t disturb me

Play with the consumer!
Challenges

Don’t forget the majority of end consumers
Don’t forget the struggles of the producers
Trends trends trends
  sport = lifestyle
  event = lifestyle
  nature = lifestyle

Nut Cracking Hyper Evolution ↔ Technology Resistance
Market place

Observant players
  Producers
  Developers
  Operators

No borders to other segments
  (fashion, entertainment, ET, politics)

Place to meet

Eyes & Ears to see and listen

Ready to learn other realities!
Tack!

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