

One step beyond



molibso®

# Discover molibso dyneos

Get to know a **completely new system for foot analysis** and the entire musculoskeletal system affected by it.

molibso dyneos portrays the pressure distribution of the foot and the corresponding equipment needed for walking, running, and skiing in a revolutionary way: by using a **pressure measuring plate that up until now has only been used in the medical field.**

Up to **22,000 tiny sensors** accurately illustrate how the foot and equipment perform throughout the entire phase of motion – with ultra-accurate and impressive results.

## Nomen est omen

molibso = motion liberty solutions → Solutions for the freedom of mobility  
dyneos = „Dynamik“ und „eos“ → The beauty of movement



Lars Hollenbacher, *CEO*



Dr. of Engineering  
Jens Hollenbacher, *CEO*

Dear  
Sports Fans,

It's our pleasure to introduce to you molibso dyneos. A family product. Created, developed and built by us, two brothers from Langenfeld, Germany, a small town between Düsseldorf and Cologne. We are athletes ourselves and have been disappointed with the – in our opinion – inadequate foot analysis tools on the market. We found them to be complicated, unsatisfactory for the customer, time-consuming for the seller and not even particularly accurate.

We thought: we can do better!  
And this has been confirmed by numerous molibso dyneos users in Germany and abroad. It's time for you to get to know more about this innovative motion analysis system.

Sincerely,

# Your success is always in sight

A conventional video analysis on the treadmill can only provide very limited information. At best, they portray the external gait and roll-over motion of the foot, which then has to be visually interpreted by the sales representative.

Other systems with pressure measuring plates are so sensitive that they can't even be walked on with shoes, otherwise they will break. 3D foot scanners can provide you with a complex 3D image of the foot in a standing position, but not how it behaves in motion. Such systems never allow you to verify what the selected shoe actually does.

**molibso dyneos lets you know in just a few minutes.**

## A wow-moment for your customers

*molibso dyneos turns each foot analysis into an amazing experience. The system is so intuitive that it can be used by both unskilled consultants as well as professionals.*

*And what's more: customers who have made their decision to purchase through molibso dyneos always come back.*



## Because molibso dyneos literally goes a step further:

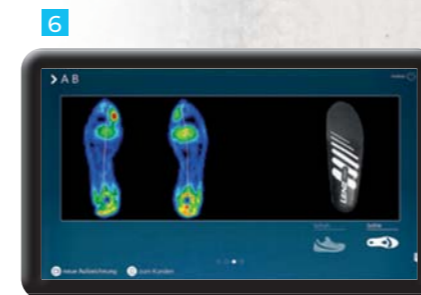
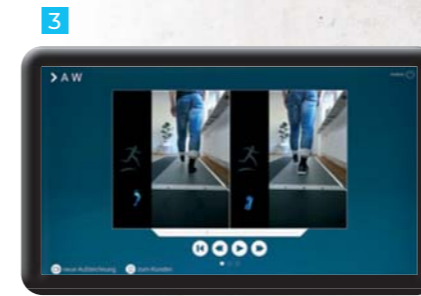
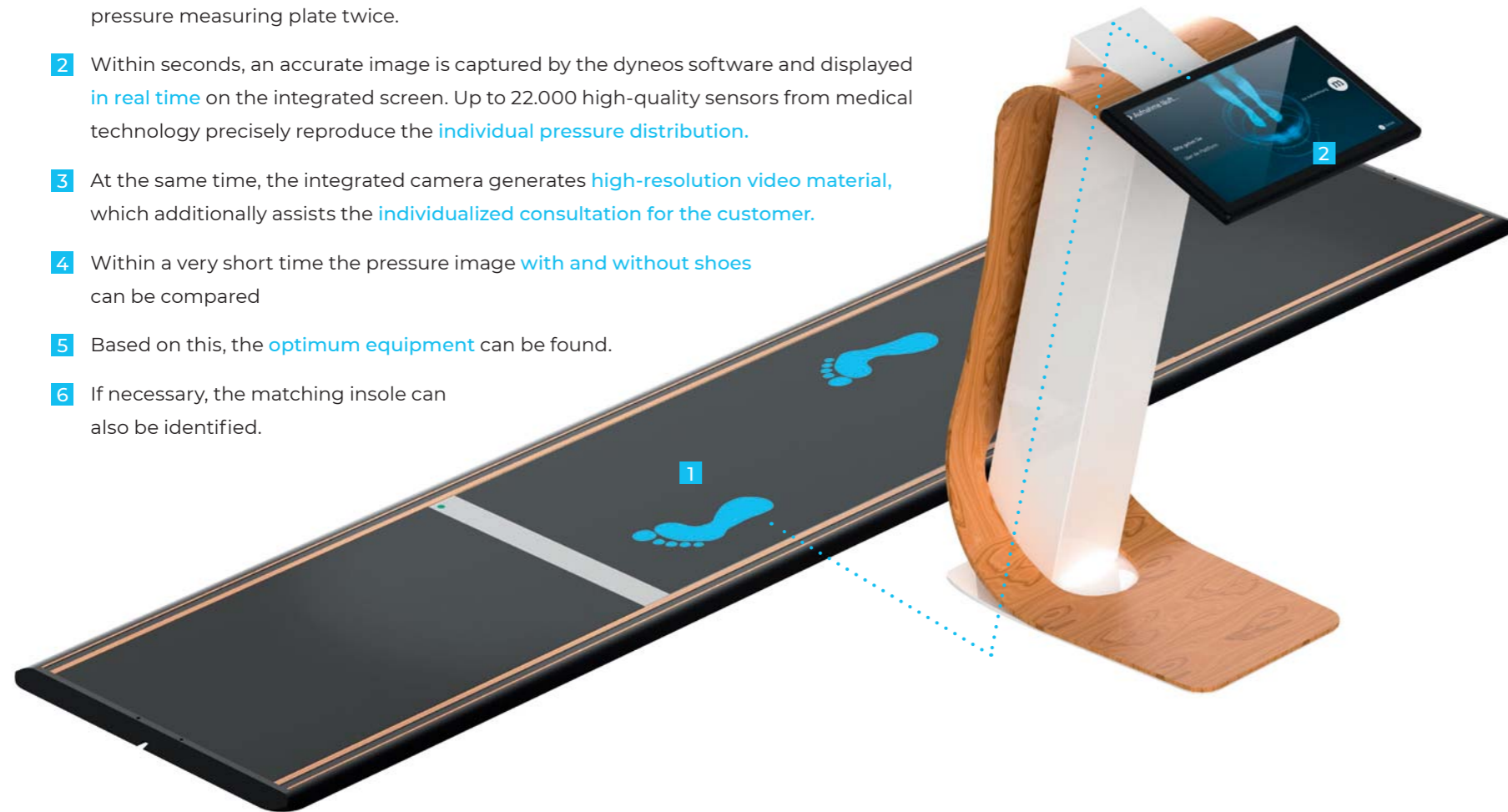
it creates a color print of the foot in **natural motion** – heavy impact is depicted in red tones, while less impacted areas of the sole show up in green and blue tones. This is done freely: without specifications, without pre-placed footprints or stride lengths that the customer has to meet precisely, which in turn creates a distorted measurement.

**molibso dyneos is easy to understand, makes logical sense and is immediately comprehensible for every customer.** The system gives the customer a positive buying experience and a wow-moment that they will never want to miss again.



# Simply convincing: molibso dyneos

- 1 With its **innovative measuring technology**, molibso dyneos shows exactly how the pressure under the sole of the foot is distributed. For this, the customer only needs to walk over the pressure measuring plate twice.
- 2 Within seconds, an accurate image is captured by the dyneos software and displayed **in real time** on the integrated screen. Up to 22.000 high-quality sensors from medical technology precisely reproduce the **individual pressure distribution**.
- 3 At the same time, the integrated camera generates **high-resolution video material**, which additionally assists the **individualized consultation for the customer**.
- 4 Within a very short time the pressure image **with and without shoes** can be compared
- 5 Based on this, the **optimum equipment** can be found.
- 6 If necessary, the matching insole can also be identified.



30 years of  
expertise



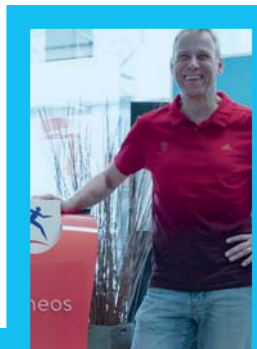
*molibso dyneos systems work with pressure measuring plate technology Made in Germany, which has been used in this form for more than three decades in the fields of medicine and rehabilitation. The components are of the highest quality and are characterized by their special resilience and long service life, traits which tests – in some cases somewhat unconventional ones – have repeatedly proven time and time again.*

*For example, a molibso dyneos effortlessly withstood the weight of an adult elephant weighing over 5 tons.*



# molibso<sup>®</sup> dyneos RUN

The molibso dyneos System, **optimized for runners**, but also exceptionally well-suited for **walking** and **trekking**. You can quickly and **easily compare** the features of different shoes and **identify** the ideal model for the customer in no time at all.



**Jörg Giesen**  
Owner of Laufsport Bunert,  
Krefeld, Germany

“ We have entered a new dimension of running shoe consultations with dyneos. After taking the barefoot and in-shoe measurements, we can now practically guarantee the right shoe for each customer. ”



## Which molibso dyneos suits you?

There are three different molibso dyneos systems for the wide range of applications.

**molibso<sup>®</sup> dyneos RUN**..... Your business is primarily involved in running, walking, and trekking? Then molibso dyneos RUN is the right system for you.

**molibso<sup>®</sup> dyneos SKI**..... You are primarily a provider for winter sports equipment? Then we recommend molibso dyneos SKI for skiing, snowboarding, and cross-country skiing.

**molibso<sup>®</sup> dyneos 365**..... You want to offer your customers the best advice for the right equipment throughout the entire year? Then choose the molibso dyneos 365.



Included in all systems: the molibso dyneos software. Easy and intuitive to operate – without a mouse, without a visible computer, simply with your hand on the touch screen. And it's easy for the customer to understand thanks to the synchronous display of the video and pressure distribution. And with the molibso dyneos software on your iPad, you can easily move throughout your entire store.



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#### Full HD Camera

Optionally available with high-power LED for optimal illumination, removable for running analysis

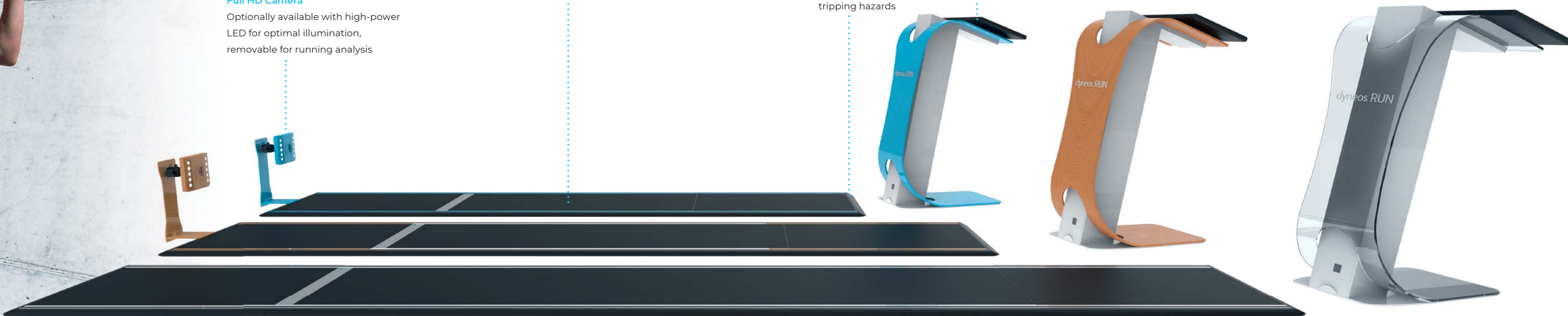
#### Pressure Measuring Plate

In single or multi-step version as needed (different lengths)

#### Integrated Cable System

Stylish, plus it prevents tripping hazards

**Customizable Operating Console**  
With 24" touchscreen  
Color and material can be selected



# molibso<sup>®</sup> dyneos RUN

# molibso<sup>®</sup> SKI

dyneos

Now athletes and their equipment become one. molibso dyneos SKI (international patent pending, 2017) creates the perfect setup for the customer from the interplay between ski or snowboard, plate, binding, ski boot or snowboard boot and insole. The result: complaint rates drop significantly. The fitting process is additionally optimized in the rental business.



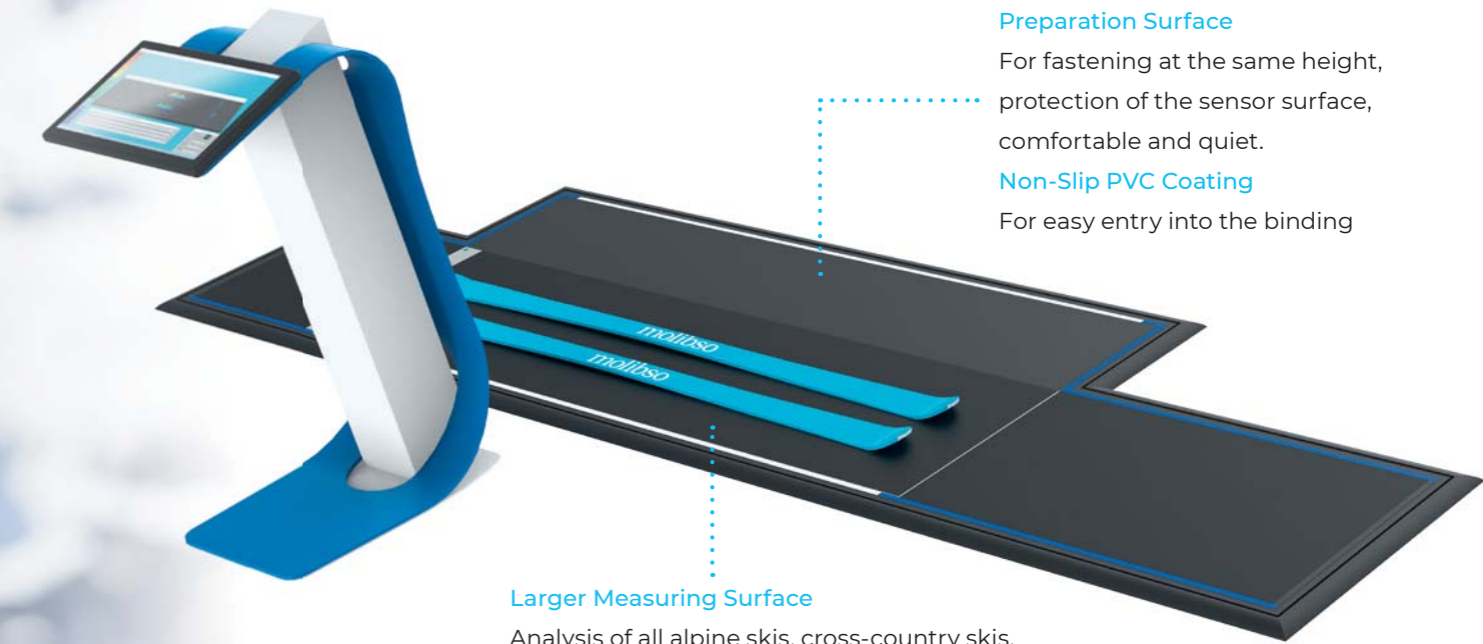
Markus Kamper  
Owner and Managing Director of  
KAMAX Boots & More GmbH,  
St. Anton am Arlberg, Austria

“For me, molibso dyneos is the first pressure measuring plate in the sports sector, with which I can quickly and effectively identify the misalignments of the foot, and therefore adapt the insole in the first stage of the process so that it's a 99 percent fit.”



Ricardo Adarraga,  
Spanish record holder in speed skiing,  
240.642 km/h

“With all types of skiing, optimum boot fitting is extremely important for optimum safety and maximum fun!”



**Preparation Surface**  
For fastening at the same height, protection of the sensor surface, comfortable and quiet.  
**Non-Slip PVC Coating**  
For easy entry into the binding

**Larger Measuring Surface**  
Analysis of all alpine skis, cross-country skis, special skis, and snowboards

# molibso<sup>®</sup> 365 dyneos 365

The perfectly integrated combination of molibso dyneos RUN and molibso dyneos SKI. This allows you to advise your customers **year round** all types of skis to snowboards, and all the way to hiking, trekking, and even running.

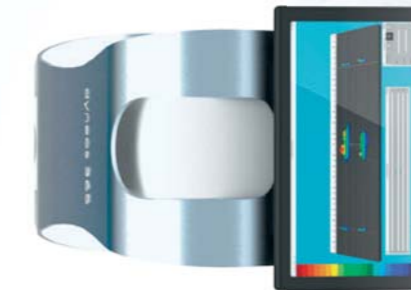
*“I've been in the industry for 30 years and have seen plenty of measurement technology. And it doesn't get faster or easier than molibso dyneos. That's exactly what's been missing for me in sports retailing so far. Sensational.”*

*Peter Haschko  
Owner and Managing Director of  
Sport Haschko, Wangen and  
Isny im Allgäu, Germany*



### Extended Multi-Step Pressure Measuring Plate

For analyzing a natural gait pattern or the entire ski



### Optional Linear LED Lighting

Eye-catcher for your store (also available for the other dyneos systems)



# The win-win-win system

**For the active ones** – for the runners, skiers, snowboarders, and cross-country skiers. Because they get a really precise foot analysis with **informative data**, and therefore the right shoe or the perfect winter sports equipment. Now they can finally achieve optimal performance. Through the molibso dyneos analysis the athlete experiences a wow-moment, leaving a lasting impression and giving the user pure enjoyment while they are performing their sport.

**For the seller** – because the seller entuses the customer already during the analysis, therefore forming an even stronger bond with the customer.

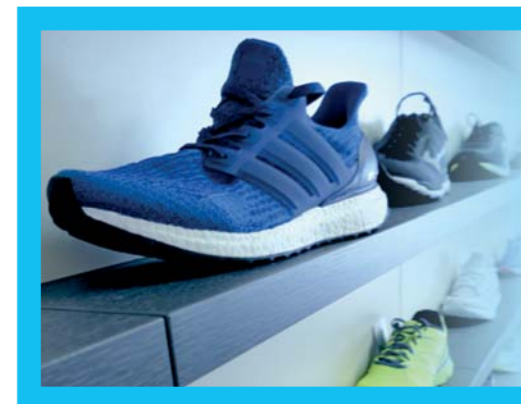
Anyone who has ever experienced the highlight of having a molibso dyneos analysis will never settle again for an in comparison **unprofessional video analysis** on a treadmill.

This makes molibso dyneos an effective customer loyalty tool. The sales consultants have more fun because their work is actively enhanced thanks to molibso dyneos. **Salespeople become confidants and experts**. This means more certainty in the consultation and more sales – not to mention enthusiastic employees.



**For the manufacturer** – because customers are even **more satisfied** with their products. Thanks to molibso dyneos, the customer gets the product that really meets his or her individual requirements.

This results in even **stronger brand loyalty**. And the customer develops a greater willingness to spend more money on a higher quality shoe.



## Extra business: insoles

*Having the right shoe is the basis for optimum results. Sometimes, however, the right insole is essential.*

*With molibso dyneos systems, the sales consultant takes the measurements in order to determine the required insole and can make a direct sale. This generates additional business that otherwise would not have been.*



# 3m<sup>2</sup> of space that will lift your entire business to a whole new level

You will achieve noticeably more sales and reach new customers with molibso dyneos – and these are the reasons:

## 1\_You offer an experience, whereas before there was only a purchase

molibso dyneos is so impressive because it is intuitively accessible and easy to understand. Every customer immediately understands what the pressure image means. And they are actively involved in the selection process of suitable equipment.

## 2\_You confidently elevate your business above the online market

Simply ordering a pair of sports shoes on the internet is out of the question for customers who have ever experienced molibso dyneos. The value the customer attaches to a personal consultation increases.

## 3\_You actively create customer loyalty to your business

Anyone who has ever experienced the molibso dyneos system will never again be satisfied with a simple treadmill video analysis. A customer who has found the right product through you will keep coming back. And recommends you – also increasing awareness for your brand.

## 4\_You don't sell a cheap pair of shoes – you sell the right ones

The customer chooses the shoe that is best for him or her – not the one that is discounted. The customer develops a greater willingness to spend more money on the right pair of shoes.

## 5\_You turn your sales force into a team of experts

molibso dyneos is a consulting tool that is fun for your team to operate. The seller increases in value because he always achieves the best possible results. The consultation times become shorter, while the number of consultations increases.

## 6\_You optimize your stock

With molibso dyneos you gain new insights into which type of shoes you need more often and which ones less often (supported vs. neutral shoes). This allows you to optimize your inventory, reduce your assortment, and thus noticeably reduce storage costs and tied up capital.

## 7\_You strengthen and simplify the sale of insoles

Insoles are a niche product, partly because making the correct choice has been so complicated thus far. The identification process takes only a matter of minutes with molibso dyneos.

*When you choose molibso dyneos you are investing in one of the highest quality foot and gait analysis products currently on the market.*

*It provides you with superior measurement technology, sophisticated evaluation features, and sustainable security for the future, because molibso dyneos systems are infinitely expandable and easy to interlink.*





The decisive step forward:

## molibso® amor

molibso dyneos allows you to lay the foundation – and with molibso amor you can build upon it. Closely linked to the dyneos hardware, molibso amor rounds off your personal setup.

Together with you, we guarantee close cooperation and redefine the term **After-Sales service** with molibso amor.

Your dyneos system will be even more unique with molibso amor and perfectly **tailored to your needs**.

molibso amor allows you to configure your perfect, personalized **full service package**.

## Which amor components are your favorites?

### 1\_ Online Technical Service

Do you need help? We're just a click away: Through online access, we can remotely service your system and tend to your data.

### 2\_ Telephone Support

Just call us if you have a question or problem. With molibso amor, you always have a direct line to our experts.

### 3\_ E-Mail Management

We create customer loyalty to your business with a completely personalized after-sales service e-mail.

### 4\_ Software Updates

Good software is constantly being developed – molibso dyneos is no exception. As an amor customer, you can stay up to date with all the features.

### 5\_ Landing Page

Your customers can make appointments with one click via a link to a landing page created by us. Simple and uncomplicated for your customers and for you.

### 6\_ Connection to Your ERP

You will already have your inventory in mind during the consultation and can optimize your purchases through regular reporting and customer-specific measurement data.

### 7\_ In-House Training

You will receive an annual in-house training on the topics that are relevant to you. This way your work is even more profitable and customer-focused.



# The molibso mission

*“ To use our expertise  
and our technical  
capabilities to ensure  
that people experience  
better movement. ”*



*Lars Hollenbacher,  
CEO*

*Dr. of Engineering  
Jens Hollenbacher,  
CEO*

**molibso**<sup>®</sup>  
Menschen besser bewegen

Ready for the next step? Contact us!

**molibso Entwicklungs- und Vertriebs-GmbH**

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