

MEET THE SHORTLIST FOR:

BEST SPORTS EQUIPMENT, APPAREL OR WEARABLE TECHNOLOGY

GUIDED KNOWLEDGE WEARABLES

Guided Knowledge's next generation of wearables offer bespoke digital coaching in real-time, observing and assessing user-performance in 3D, then delivering bespoke expert advice in real-time via a mobile app. GK's first commercial products address the golf market; Golf Elite delivers customised performance analytics to the professional golfer/coach and amateur university teams, whilst GK Golf is designed for consumer golfers.

[SEE PRODUCT VIDEO](#)



LID HELMETS

LID Helmets is an urban commuter bike helmet brand, on a mission to get more city commuters out of cars and on to bikes. Its launch model is named 'Pilco', a space efficient, foldable helmet which answers what to do with a helmet when not wearing it. LID strikes the balance of utility and style and is made from recycled plastic; it's a bag-friendly good-looking helmet.



SOLOS SMART WEARABLE TECHNOLOGY

Solos specializes in smart-label brand protection and inventory management by embedding intelligent RFID and Near Field Communication (NFC) tags into sports fan merchandise. This means a jersey now has capabilities to become a ticket, e-wallet and provide tailored, exclusive offers in real time, as well as gather data. Solos can significantly increase ticket/merchandise/food and beverage sales plus fan engagement, connectivity and experience.

[SEE PRODUCT VIDEO](#)



SPORTS PERFORMANCE TRACKING, SPT2

SPT is a market leading sports technology company which has developed the award winning SPT2 GPS device and Gametraka Analytics Platform. The wearable technology is designed for in-depth analysis of coach and player performances which they can then use to tailor and manage their own progress.

[SEE PRODUCT VIDEO](#)



STATSPORTS APEX PRO

STATSports' APEX Pro has irrevocably changed the way sport is coached and analyzed. Positioned between the shoulder blades, it measures distance, speed, levels of fatigue and potential injury. The resulting data can be streamed directly to a phone, tablet or smartwatch, helping coaches make informed and instantaneous decisions during training and games.



OCCCLUSION CUFF ELITE

The Occlusion Cuff Elite is a new training product which allows users to feel the benefit of training at 70% of their 1-repetition maximum (1RM), with loads as low as 20% of their 1RM. BFR/occlusion training, combined with low-intensity exercise, has been proven to enhance muscle hypertrophy, strength and endurance, as well as performance in tests of power, speed and anaerobic conditioning.

[SEE PRODUCT VIDEO](#)

