

Welcome to ispo's WT Show

Dear ispo sports community,

The Wearable Technologies Show has firmly established itself as a new sector at ispo. The WT Show is gearing up for its second incarnation, and will feature as one of the highlights of the new innovation area in hall A2.

Over the past year, the Wearable Technologies Show has become the world's leading market platform for the Wearable Technologies industry, with an exhibitor network of more than 50 companies. The show is a bold demonstration of how the combination of sports, fashion, and lifestyle items with the latest trends from within the electronics industry can create both significant added value for the consumer and revenue growth for both industries.

The retail sector in particular stands to benefit from products for which explanations are required, allowing them to distinguish themselves from both vertical competition and discounters by being able to provide expert advice at the point of sale.

The growing market for training devices, monitoring devices, and GPS devices for outdoors and leisure is an example of an area in which retailers can achieve this. Well-stocked specialist sports retailers can barely get around carrying products from the

market leaders, such as Polar, Suunto, Garmin, and Magellan.

By giving expert advice, those retailers can create a lasting customer relationship that will positively effect the customer's inclinations towards other products in the store. That also means that the after-sales service concept that is widespread in the automotive industry should not go unconsidered – after

all, after-sales service has the ability to distinguish specialist sports retailers from online retailers. Nevertheless, the Internet is currently an ideal platform upon which to trade devices that can be compared against each other directly, such as GPS devices; it cannot,

however, offer after-sales service and support. Concepts such as Sportsella – ispo partner and winner of the Brand-NewAwards 2006 – are in a position to support retailers, training salespeople to provide point-of-sale advice on products for which customers require it, generating an image of competence for sports retailers.

To further discover this exciting market, I urge you to visit the Wearable Technologies Show in hall A2. I join you in looking forward to ispo winter 2007 and hope to see you there.

Sincerely,

Tobias Gröber

Head of ispo Group



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