

U.S. firm sells computerized jogging shoe

Business Wire

NEW YORK — PUMA USA has introduced the RS Computer Shoe and Software Package -- the first running shoe with a built-in electronic device which communicates with a computer.

"This is the most exciting development in running shoe technology ever," said PUMA Product Manager Paul Oparowski.

"For the first time, there is a running shoe and software package that allows runners to electronically measure the time and distance run and the energy or calories expended during the run."

These measurements are taken by a small electronic device installed in the heel of the right shoe and following a run, the shoe is "plugged in" to an Apple IIe or a Commodore 64 home computer.

Once the shoe is connected to the computer, data on a runner's own style that was input during the initial calibration experiments is recalled from the disk.

"The fact that there are currently over four-and-a-half million Apple IIes and Commodore 64s in use indicates that there will be a large market base for our product already in place," said Ted Bertrand, president, PUMA USA.

"Runners are meticulous record keepers and by marrying the running shoe and the computer, PUMA is bringing state-of-the-art technology to the sport of running."

The distance estimate generated

Quotable

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— Paul Oparowski,
PUMA product manager

by the shoe's software is much more accurate than any pedometer ever could be because the program takes into account that an individual's running pattern varies with speed and that everyone's pattern is unique.

The computer shoe concept was developed for PUMA by Dr. Peter S. Cavanagh, professor of biomechanics at Pennsylvania State University and an acknowledged expert on running shoe development and technol-

ogy. "This revolutionary running shoe system allows runners to set goals for themselves and input these distance goals into the computer. The program displays the goals against actual distances achieved and automatically calculates and displays the miles that need to be run to reach a particular goal," said Cavanagh. An unlimited number of PUMA RS Computer Shoe users can use the same program to decode information

from their shoe and to keep their own records on disk.

The software can access a file containing information on each individual's running pattern before calculating the distance and caloric expenditure -- a feature which makes the Computer Shoe an excellent motivational and training tool.

The PUMA RS Computer Shoe comes complete with a comprehensive user's manual that explains the calibration procedure, a connector that allows a user to plug the shoe into the computer, and the software package on a 5-1/4-inch diskette.

The shoe itself will be the highest quality running shoe available. One of the unique features of the shoe is its Multiplex IV midsole.

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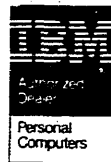
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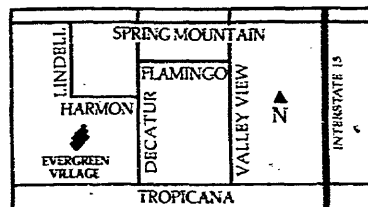
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