

MEDIA RELEASE

Kistler AG & Smart2Move AG announce a worldwide partnership in golf biomechanics applications & measurement.

Basel, January 2018 - Kistler, the global leader in dynamic measurement technology for measuring pressure, force, torque & acceleration, are now in partnership with Smart2Move, a leader in Biomechanics & Ground Reaction Forces in the golf industry.

When two Swiss Companies with Global exposure meet

Grégory Lebrat, S2M Co-Founder & CEO announced, “We are extremely proud & honored to be in partnership with the Kistler Group. In our areas of expertise in the golf industry, it would compare to having a partnership with Apple or Google in the tech industry. This is what Kistler is representing for us”. “A unicorn with decades of know-how in Biomechanics and force measurement”. “The technology trusted worldwide by all Biomechanical experts & scientific research laboratory.”

A partnership with mutual benefits between Kistler and Smart2Move

S2M is a fast-growing company in a niche market, now looking forward to completing this evolution with the combined work of Katharina Buechli (Head of SBF Biomechanics at Kistler) & her team on what will be the next great innovation with new applications in ground reaction measurement that will help golf professionals, biomechanical experts, etc. to measure, analyze athletes with the best technology ever to be offer on the market.

Katharina Buechli, announced “It is great to see the Kistler technology combined with the expertise of S2M in the golf market. We are looking forward to this collaboration and future innovations.”

S2M 3D Dual Force plates powered by Kistler

Among others applications under development, Smart2Move will present at the 2018 PGA Show Orlando, the S2M 3D Dual Force Plates “powered by Kistler”. With a dedicated golf software to be able to welcome up to 10 high speed cameras in the future.

About the Kistler Group

Kistler, the originator of piezoelectric measuring technology, is the global leader in dynamic pressure, force, torque and acceleration measurement. Cutting-edge technologies provide the basis for Kistler's modular systems and services. Customers in industry, research and development benefit from Kistler's experience as a development partner, enabling them to optimize their products and processes so as to secure sustainable competitive edge. This owner-managed Swiss corporation plays a key part in the evolution of automobile production and industrial automation, and its innovative sensor technology also helps foster the development of many newly emerging sectors. Drawing on our extensive application expertise, and always with an absolute commitment to quality, Kistler drives innovations ahead in lightweight construction, vehicle safety, emission reduction and Industry 4.0.

Over 1,850 employees at 61 facilities across the globe are dedicated to the development of new measurement solutions, and they offer individual application-specific support at the local level. Ever since it was founded in 1959, the Kistler Group has grown hand-in-hand with its customers and in 2016, it posted sales of CHF 364 million. About 10% of this figure is reinvested in innovation and research with the aim of delivering better results for every customer.

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About Smart2Move AG

Smart2Move is a Swiss company based in Basel (Switzerland). Specializing in human motion analysis in the golf industry, the company has developed and reinvented dual force plates technology in the golf industry to enhance sport performance. Our strength is coming from a heterogeneous experienced team specialized in various fields such as Fundamental Research, Sport Sciences, Engineering, Computing, Coaching, teaching and performing. This pool of high level competences mixed together is creating bridges with expert fields and offering complete solutions with our products and education programs for our clients.

The company is offering S2M customer's the S2M Level 1 Biomechanics & ground reaction forces an education program that has been developed by experts in Biomechanics applied to golf & sport performance analysis coaching. The goal is to share knowledges about Biomechanics, and is intended to simply be able to understand the role of ground reaction forces in the golf swing.

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