



## **dorsaVi's UK distributor signs retail pilot deal with Mizuno**

### **Key points:**

- **YourPhysioPlan, dorsaVi's UK distributor for ViMove, has conducted a retail pilot with sports shoe specialist Mizuno**
- **Mizuno used dorsaVi's ViMove Run in retail stores to better match runners with the ideal running shoe**
- **The pilot objectives were to measure the impact of ViMove Run on sales and confirm the viability of the ViMove technology in a retail environment**

**Melbourne, Australia – 28 November 2016:** dorsaVi Ltd (ASX: DVL) today announces that leading sports shoe manufacturer Mizuno has used the dorsaVi ViMove Run solution in a pilot program in retail stores in the UK to better understand and inform shoe selection.

The Mizuno Running Solution used the dorsaVi ViMove sensors to wirelessly measure and record movement and the impact of up to nine variables while the customer ran on a treadmill. The assessment was conducted in a matter of minutes providing the retail assistant with analysed results which they could explain to the customer and use to match them with the most appropriate running shoe.

"We felt strongly that there was a natural fit between the rich movement data ViMove delivers and the personalised fit Mizuno are trying to deliver for their running customers", said Andy Curtis, Co-Founder, YourPhysioPlan.

"The initial results of the pilot are very encouraging – not only is the running assessment with ViMove Run impacting positively on sales in these stores, but also in engaging customers with personalised information which they value. I expect this to further drive brand loyalty," said Rob Henderson, UK Marketing Manager, Mizuno Corporation UK.

"This is the first retail implementation of our technology and it's great to see the applicability of the detailed movement analysis data we can provide being used in a completely new way. I expect to see us playing a growing role in the retail sector," concluded Dr Andrew Ronchi, Chief Executive Officer, dorsaVi.

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### **For more information or to arrange an interview, contact:**

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### **About *dorsaVi***

dorsaVi (ASX:DVL) is an ASX company focused on developing innovative motion analysis device technologies for use in elite sports, occupational health and safety, and clinical applications. *dorsaVi* believes its wearable sensor technology enables – for the first time – many aspects of detailed human movement and position to be accurately captured, quantified and assessed outside a biomechanics lab, in both real-time and real situations for up to 24 hours.

Our technology has applications across three sectors:

- **Clinical:** ViMove is transforming the management of patients by providing an objective assessment, monitoring outside the clinic and immediate biofeedback. ViMove is currently used by medical and physiotherapy practices in Australia and the United Kingdom and is now available in the United States following FDA 510K clearance.
- **Elite Sports:** ViPerform is allowing coaches and medical teams managing elite athletes and teams to screen athletes and provide objective evidence for decisions on return to play, measure biomechanics and provide immediate biofeedback out on the field, tailor and track training programs and optimise technique and peak performance. ViPerform is being used by AFL and NRL clubs and the Australian Institute of Sport (AIS) in Australia. In the UK, Barclays Premier League (EPL), U.S. based sports clubs including the National Basketball Association (NBA) and the National Football League (NFL), and various Olympic teams and athletes internationally.
- **OHS:** We combine innovation, measurement and quality to reduce workplace incidents, costs, meet compliance and improve brand reputation. ViSafe enables employers to assess risk of injury for employees as well as test the effectiveness of proposed changes to workplace design, equipment or methods based on objective evidence. ViSafe has been used by major corporations including Sodexo, London Underground, Vinci Construction, Crown Resorts, Caterpillar (US), Monash Health, Coles, Woolworths, Toll, Toyota, Orora (formerly Amcor), Crown and BHP Billiton. Australian Workplace Compliance delivers risk mitigation through compliance to OHS, Quality Management Systems, Company Policy and Process.

Further information is available at [www.dorsavi.com](http://www.dorsavi.com).