

# Stridalyzer

Stridalyzer, world's first smart insoles to help runners avoid injuries and run better, comes to India through Flipkart

ReTiSense, the wearable devices company building sensor-based smart insoles to help avoid and prevent running-related injuries announced that it would start selling its critically-acclaimed Stridalyzer products in India through Flipkart Marketplace. At this point, the high-end, Stridalyzer Performance insoles would be sold through Flipkart, and the company plans to bring its other products to Flipkart soon. Stridalyzer Performance is recommended for advanced and passionate runners who want to get the maximum performance out of their runs while at the same time getting the guidance to prevent injuries and improve their running form.



#OnlyOnFlipkart

A step towards understanding your run

## Stridalyzer Smart Insole

► Shop Now

QUANTIFY YOUR RUN

\*Compatible with iOS

The advertisement features a male runner in a black and white athletic outfit running on a track. In the foreground, there is a smartphone displaying a colorful heatmap of a foot, a box of Stridalyzer Smart Insoles, and two orange insoles. The background is a dark, atmospheric scene of a running track at night.

Runners world estimates that about 65% of runners get injured every year, and of those, about 42% are knee injuries. Stridalyzer aims to help people avoid injuries by helping runners understand their form, and avoid techniques, postures and stances that cause injuries. ReTiSense is the leader in the Sports and Fitness smart insole wearable devices market. IDC estimates the overall wearable device market grew at about 173% YoY between 2014 and 2015, and is forecasted to grow at a rate of 42% through 2019.

“Runners tend to push themselves too hard, which often results in injuries over time. As a runner myself who has faced these problems, we want Stridalyzer to help every runner perform to their full potential, and also continue enjoying running without injuries”, said Anshuman Singh, founder of ReTiSense. “We have been working with Flipkart to bring Stridalyzer to Indian runners, and we are eagerly waiting to see what runners in India think of it”, he added.

Stridalyzer works in conjunction with its mobile application (available for iOS and Android). The insoles sense and collect data about the runners foot movement, the amount of impact stress, along with other data and communicates that data to the application through BlueTooth Low-

Energy. The application uses patent-pending real-time biomechanical analytics to intelligently determine the form, posture and gait of the athlete, in addition to various other parameters like Stride Rate, Stride length and Ground Contact Time. The application provides real-time alerts as well as live stress maps for feet and knees. At the end of the run, the data is pushed to cloud, and a summary of the athletes form and performance is shown, along with guidance on what to focus on for future.

#### ABOUT RETISENSE

ReTiSense is the company behind Stridalyzer, and has operations in United States and India. Stridalyzer's unique, patent-pending combination of sensor technology and real-time analytics has very few competitors in the market, and has received much critical acclaim from various forums including being named as one of the "Best Inventions of 2015" by MSN.com, and "Top 3 Connected Objects for Sports" by EuropeClinix.

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