
SHFT

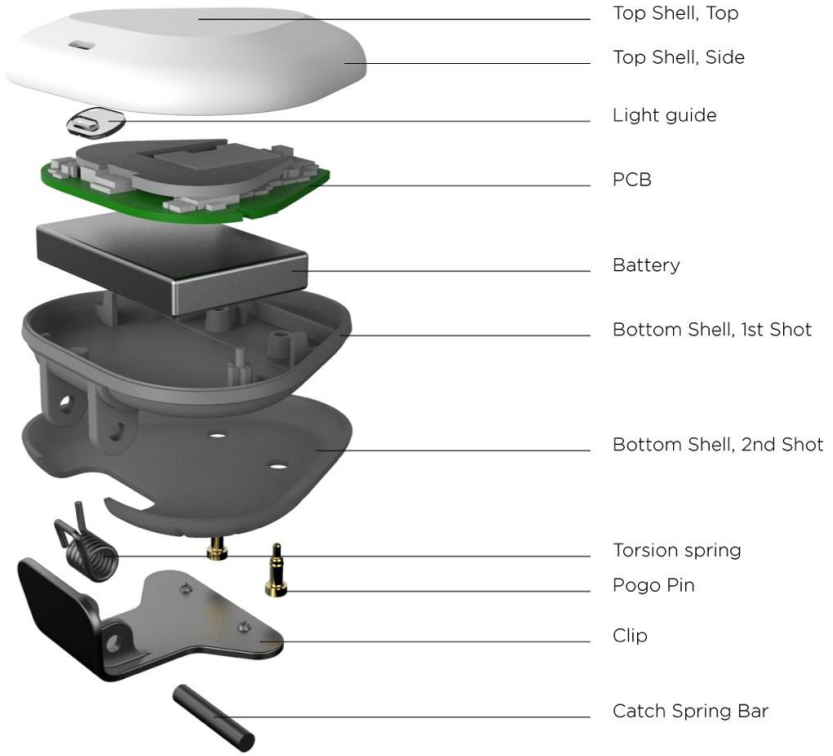
HELPING THE WORLD RUN RIGHT

Make the SHFT

Hardware

The SHFT Pod consists of:

Accelerometer
Gyroscope
Magnetometer
Bluetooth device
Rechargeable Battery



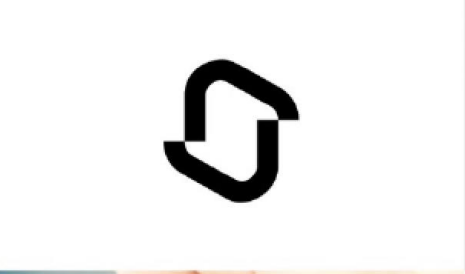
SHFT is the world’s most intelligent running device

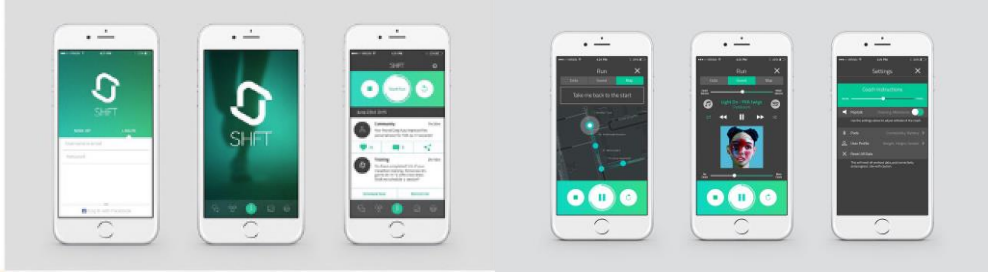
SHFT accurately measures and analyses your full body running style and statistics

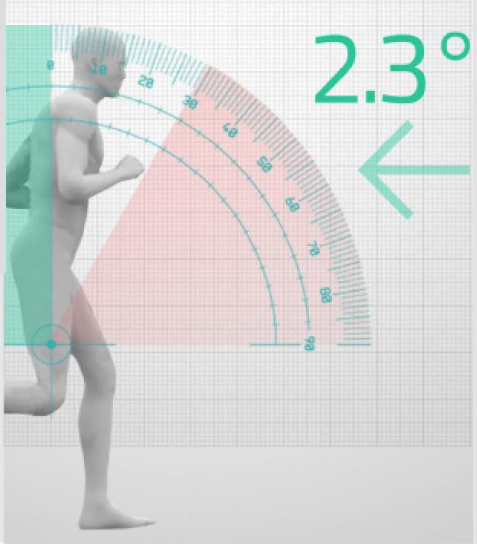
The Running Metrics are then converted into actionable and simple real-time human coaching instructions

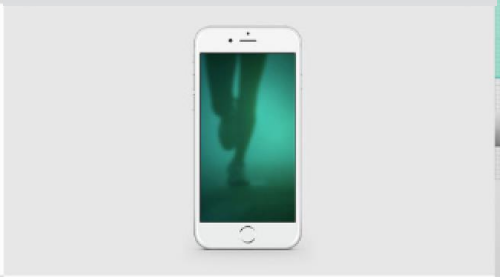
All to make you a faster, resilient, and more efficient runner while reducing the risk of getting injured

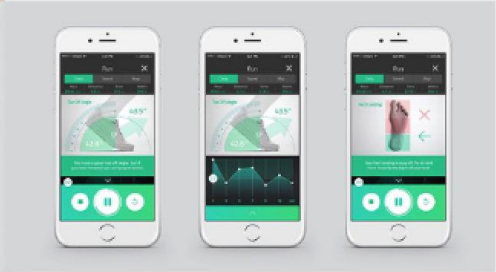
The best version of yourself as a runner



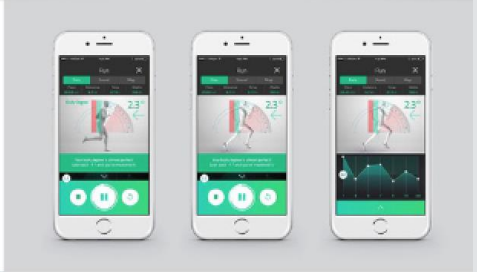


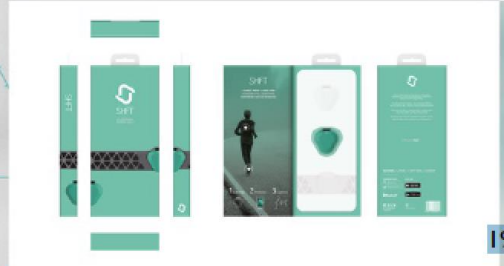




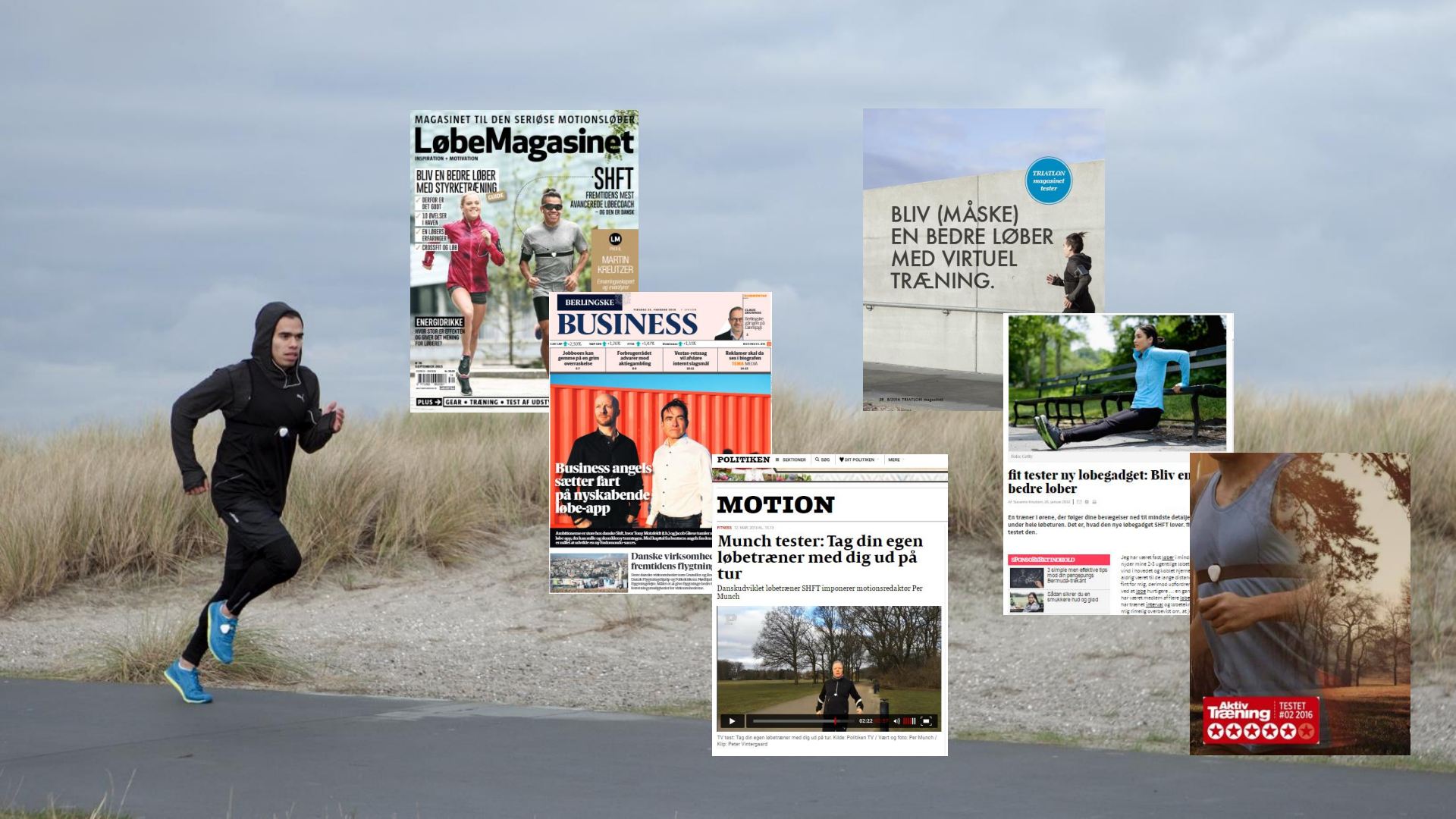


SHFT






reddot award
winner 2016
SHFT
RUN RIGHT
reddot award
winner 2016


MAGASINET TIL DEN SERIØSE MOTIONSLØBER
LøbeMagasinet
INSPIRATION + MOTIVATION
BLIV EN BEDRE LØBER MED STYRKETRÆNING
SHFT
FREMTIDENS MEST AVANCEREDE LØBECOACH – OG DEN ER DANSK
MARTIN KREUTZER
ENERGIDRIKKE
HVOR STOR ER EFFEKTEN OG GIVER DET MENING FOR LØBERE?
PLUS → GEAR • TRÆNING • TEST AF UDST
BERLINGSKE
BUSINESS
Business angels sætter fart på nyskabende løbe-app
Danske virksomhe
fremtidens flygtnin
POLITIKEN
MOTION
Munch tester: Tag din egen løbetræner med dig ud på tur
Danskudviklet løbetræner SHFT imponerer motionsredaktør Per Munch
TV test: Tag din egen løbetræner med dig ud på tur. Kilde: Politiken TV / Vært og foto: Per Munch / Klip: Peter Vintergaard
TRIATLON magasinet tester
BLIV (MÅSKE) EN BEDRE LØBER MED VIRTUEL TRÆNING.
fit tester ny løbegadget: Bliv en bedre løber
SPONSORBÆRTINDHOLD
3 simple men effektive tips mod din pengepung
Bermuda-trekant
Sådan sikrer du en smukkere hud og glød
Aktiv Træning
TESTET #02 2016

SHFT can see more than the human eye

SHFT

SHFT Running Metrics

- **Watt**: Energy used to propel your body forward
- **G-Landing**: values from various angles
- **Brake Effect**: Loss of forward motion
- **Landing Position**: 9 zones
- **Running Efficiency**: How efficient does the runner run
- **Steps per Minute**: Number of steps in one minute
- **Ground Contact Time**: Number of m/s the foot is on the ground
- **Steps Length**: Used to measure the optimal stride
- **Body Bounce**: How many cm the runner bounces upward
- **Body Degree**: How much the runner’s torso is leaning forward
- **Pronation values**: The foot’s movement from landing to takeoff

These are some of the SHFT Running Metrics that allows SHFT to see the movement of the feet and upper body in 3D

Science and Research behind SHFT

- Evidence based approach to selection and analysis of SHFT metrics
- Systematic review of scientific literature about running mechanics and health
- Strong theoretical link between science and SHFT

Morten Boesen, MD, PhD

- Consultant (Orthopedic surgery)
- Chief physician - FC Copenhagen
- Chief physician – Sparta Track & Field
- Musculoskeletal Ultrasound Expert
- Author of 61 international peer reviewed scientific articles
- Author of 2 textbooks in sports medicine
- Scholarship in Melbourne, Australia (ATP, PGA athletes)
- Experienced in sports medicine and surgery, injuries, diagnostics, biomechanics, treatment, and prevention

Marius Henriksen, PT, PhD, Professor

- Head of Physiotherapy and Biomechanics Research at Copenhagen University Hospital
- Chief PT – SISU Basketball Club
- Author of 65 international peer reviewed scientific articles
- Author of 2 textbooks in physiotherapy
- Experienced in movement analysis biomechanics, treatment, and prevention

SHFT records foot motion in 3D

A Growing Database

SHFT will store its vast amount of running data from runners around the World into the SHFT cloud.

The data will be used to further enhance SHFT's artificial intelligence, to further improve the worldwide knowledge of correct running techniques.

RUN RIGHT

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