



SOUL Electronics Debuts World's First AI Earphones with Gait Analysis

Fitness lifestyle brand in partnership with Beflex Inc. debuts world's first AI earphones with Gait Analysis, monitoring running form and providing real-time coaching to maximize performance

LAS VEGAS – (January 9, 2017) – [SOUL Electronics](#), a global leader in consumer audio designed for the active and fitness-oriented lifestyle, today announced two earphones powered by Beflex Biomech Engine which monitors running form and provides real-time coaching to maximize running performance and minimize potential injury. SOUL Electronics and Beflex Inc. implement Gait Analysis into their new range of earphones which is commonly used in sports biomechanics to help professional athletes run more efficiently and also make improvements on their gestures to lower risk of injury.

Paired with an iOS or Android AI analyst app, runners are able to track and analyze runs to improve performance over time. CES attendees can experience the next generation of sport earphones from January 9-12, 2017 at Showstoppers (Booth #D2), Eureka Park (#51653) and a private suite in the Venetian.

Run Free Pro Bio Features:

- Measures running performance and safety level, while providing real-time voice coaching to guide runners through training
- iOS or Android AI analyst app tracks and analyzes runs to improve performance over time
- Measures speed, distance, cadence, step length, step width, vertical oscillation, head tilt angle, stance/flight time, shock, maximum leg force, balance, and consistency
- Boasts SOUL's signature sound with Bluetooth version 4.0 system
- Sweat proof function gives added protection from sweat and water
- Ergonomic interchangeable ear locks give the perfect seal
- Includes different ear tip sizes for the perfect fit
- Retail for \$149.99

BLADE Features:

- Equipped with bio-sensors to monitor heart rate, elevation, cadence, speed, time and location
- Measures speed, distance, cadence, step length, step width, vertical oscillation, head tilt angle, stance/flight time, shock, maximum leg force, balance, and consistency.
- Smart Touch Pads allows runners to adjust volume, playlists and make calls with one touch
- Measures running performance and safety level, while providing real-time voice coaching to guide runners through training
- iOS or Android AI analyst app tracks and analyzes runs to improve performance over time
- Boasts SOUL's signature sound with Bluetooth version 5.0 system
- Sweat proof function gives added protection from sweat and water

- Ear hook design for a secure fit
- Includes different ear tip sizes for the perfect fit
- Retails for \$249.99

“Gait Analysis was formerly conducted with full equipment in a specific environment, but with Beflex Inc.’s technology, the technology can now be implemented in our earphones through a method called ‘Advanced Markerless Gait Capture’,” says Patrick Tang, CEO, SOUL Electronics. “By eliminating the markers, we are able to bring a range of earphones to market that make sport and fitness junkies’ lives easier, maximizing their workouts and providing them with the best technology to improve performance over time.”

"Beflex Inc. is a company developed by a team of young, professional research engineers keen on Gait Analysis and Biomechanics," says Juho Jung, CEO, Beflex Inc.. "This is an exciting moment to announce our partnership with SOUL as they are the world's first brand to apply the technology to their earphones and we are confident that these collections of earphones are going to be the next generation of sports wearable accessible to mass markets."

For more information about SOUL Electronics or to view their entire product line, visit www.SOULElectronics.com. CES attendees can experience the next generation of sport earphones from January 9-12, 2017 at Showstoppers (Booth #D2) and Eureka Park (Booth #51653).

About SOUL Electronics

SOUL is a global leader in consumer electronics and manufacturing, with a rich history in delivery innovative technology and concepts including high quality audio, noise cancelling, and wireless products. Renowned sound engineers and Grammy award winning artist Chris “Ludacris” Bridges created the first headphones together. Our team is accustomed to pushing the envelope in making the best audio products for every lifestyle at affordable prices. We represent a vision for innovative superior features-driven designs with state-of-the-art acoustics, and a stylish appearance that can be found in SOUL’s past and future products. For more information, visit www.soulelectronics.com.

About Beflex Inc.

Founded in 2016 by professional researchers at KAIST in Korea, Beflex Inc. developed the world’s first biomechanics solution that extracts accurate running form information based on head motion data. Beflex Inc. is working to integrate its unique solution to all types of head mounted devices and to provide profound activity data and coaching that is related to running form to improve performance and reduce injury risks. The vision of the company is to bring sports science that is only available to elite sports players to all sports enthusiasts and to lead a new paradigm shift in the new generation of sports wearable to come. For more information, visit <http://www.beflex.co>

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