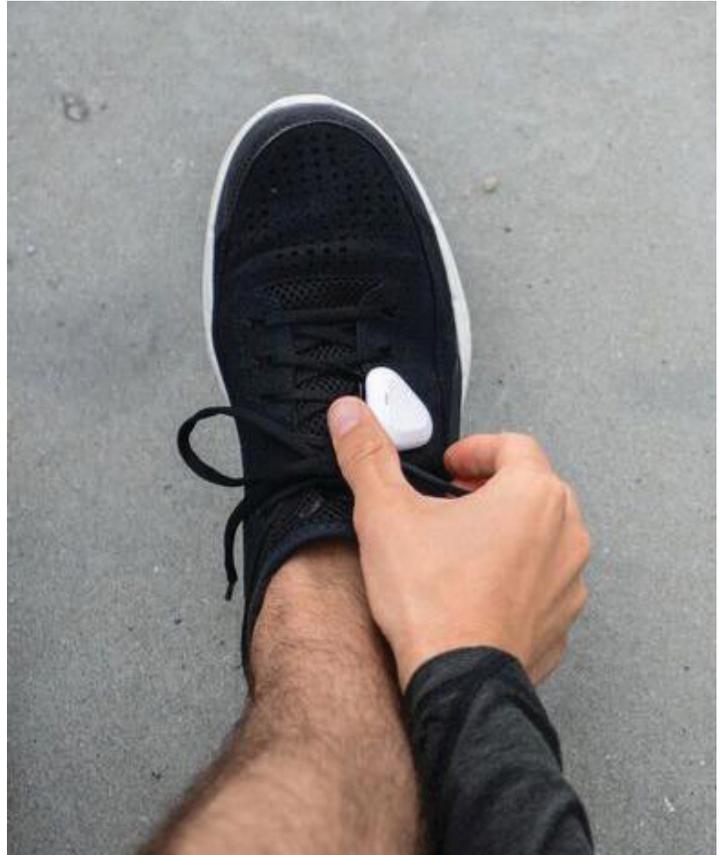


In Gear with SHFT



SHFT technology includes two pods and an app.

SHFT, a Danish technology company that bills itself as “the world’s most intelligent virtual running coach,” will be exhibiting at The Running Event for the first time this year.

Jacob Gliese, a former Danish national 800-meter champion who is SHFT’s global sales manager, says the technology is all about making runners move in a more efficient way. “We believe we can help runners eliminate unnecessary and inappropriate movements and focus on how every movement can be more efficient.”

The SHFT technology

consists of two pods and a mobile phone app. One pod is clipped on the right shoe and the other pod is strapped on the runner’s chest. The two pods collect data during a run and based on an initial screening run, SHFT puts together a thorough analysis, which then becomes the foundation for the technical runs guided by SHFT. During each coached run, the runner gets real-time voice coaching commands on how to optimize his or her current running pattern. The coach instructions are based on a number of “Running Metrics” such as Steps Per Minute, Body Angle, Ground Contact

Time, Body Bounce, Brake Effect, Landing Position and other metrics that can streamline technique.

There are plenty of wearables and running apps on the market today with the purpose of collecting data and providing post workout feedback. But the company says its combination of intelligent hardware and sophisticated software will enable every runner to “gain access to his or her very own private running coach on a daily basis.”

The SHFT pod kit will retail for about \$199. Running Industry Mike McGrane is heading up U.S. sales. ■