

## Press Release

### **2nd MEDICA MEDICINE + SPORTS CONFERENCE: This Year's Place to be for the Who-Is-Who in Performance and Vital Data Monitoring**

After the huge success last year the two-day MEDICA MEDICINE + SPORTS CONFERENCE took place during the world's largest medical show MEDICA on 12<sup>th</sup> and 13<sup>th</sup> of November. More than 200 attendees visited the communication platform of medicine, sports and technology.

The international networking platform provided numerous impulses for new approaches in prevention, therapy and regeneration. Thirty worldwide renowned experts, drivers, doers, and innovative companies and start-ups of different industries and disciplines got together at the 2nd MEDICA MEDICINE + SPORTS CONFERENCE, to present and discuss future solutions and technologies for sports medicine. Focus of the 2nd MEDICA MEDICINE + SPORTS CONFERENCE was on new findings and opportunities in performance and vital data monitoring and the integration of these findings in innovative approaches for prevention and regeneration.

MEDICA MEDICINE + SPORTS Conference was able to attract impressive speakers (excerpt):

- **Prof. Jonathan B. Clark**, Medical Director of the **Red Bull Stratos Project**, Professor of Neurology, Space Medicine, and Preventive Medicine, Baylor College of Medicine (Houston)
- **Prof. Dr. Tim Meyer**, Professor for Sports and Preventive Medicine Saarland University, **Team Physician of World Cup Winning German National Football Team**
- **Marc Meurer**, Head Sports Science Service, **Polar**
- **Steven Small**, Vice President Business Development, **Zephyr**
- **Alberto Bichi**, Secretary General, Federation of the European Sporting Goods Industry **FESI**
- **Prof. Dr. Wilhelm Bloch**, Head of Institute of Cardiovascular Research and Sports Medicine, **German Sport University Cologne**, VP, **DGSP**
- **Dr. Adrian Hutber**, Secretary General, Exercise is Medicine, **American College of Sports Medicine**
- **Dr. Maximilian Müller**, CEO, **Moticon**
- **Dr. Birgit Böhm**, Preventive Pediatrics, **Technical University of Munich**
- **Dr. Johannes Kreuzer**, CEO, **Cosinuss**

The program of the MEDICA MEDICINE + SPORTS CONFERENCE took place in four consecutive sessions. Day 1 of the conference (12 November

2014) started with a keynote of **Steven Small**. He is Vice President Business Development of **Zephyr**, a company that equips many professional teams and did the monitoring for the Oracle Team USA at the Americas Cup. He gave interesting insights in the performance monitoring of the Americas Cup team and a lot of impulses for professional and non-professional teams worldwide.

In the following panel discussion about opportunities and risks of using individual sports data in healthcare, representatives of the **American College of Sports Medicine, Zephyr, Continua Health Alliance, Cisco,** and **BodyTel** discussed how this data exchange could become reality.

During the subsequent **Guided Innovation Tour** about 70 of the 200 conference attendees visited innovative companies at the MEDICA exhibition. In hall 15 attendees of the conference could test the latest activity trackers and more of the hottest wearables at the WT Wearable Technologies stand and joined the **get-together** with networking and lead generation opportunities.

Day 2 of the conference (13 November) had a spectacular start. **Prof. Jonathan B. Clark** is medical director of the next mars mission and was the medical lead for the **Red Bull Stratos Project** - Felix Baumgartner's 39km supersonic jump from space to earth. He presented some key findings out of space that will be very interesting for players in the sports medicine field. The focus of the following session 2 was on new findings regarding parameters for monitoring physical fitness and health status. **Prof Dr. Tim Meyer**, team physician of the German National Football Team gave insight into the topic of personalizing training programs of athletes according to individual parameters. It turned out that many parameters applied in common practice taken to the individual level may lose indicative significance. **Prof. Dr. Wilhelm Bloch** presented new findings on molecular and cellular markers. And **Dr. Johannes Kreuzer** of **Cosinuss** showed a new technology for measuring body core temperature. It already has been tested in diverse sports disciplines. New opportunities of body composition assessment in performance diagnostics were shown by **Philipp Lilburn** of **seca**. Body composition analysis can have significant impact on performance development and training definition.

Optical Measurement of the spine in motion was the theme of **Dr. Robert Percy Marshall**, Team Physician, HSV Youth Academy. Further presentations in this session by **Prof. Dr. Dr. Matthias Lochmann** and **Prof. Jocelyn Faubert** focused on measurement and training of cognitive abilities as well as cognitive parameters like peripheral vision.

Then session 3 „Personalizing Training Programs and Equipment“ was topic of the agenda. **Mikko Malmivaara** from **Clothing+** demonstrated how monitoring sensors can be integrated into clothing. **Petri Lehikoinen** of **Myontec** (technology for measuring muscle activity), **Alexis Normand** of **Withings** (smart activity tracker) and **Marc Meurer** of **Polar** presented the newest developments in wearable technologies. **Helmut Hoffmann**, Head Sports Science of **Eden Reha / Eden Sport**, physio therapist of the German National Football team and Davis Cup team talked about power diagnostics for individual trainings.

The concluding session 4 concentrated on „Guidelines for Physical Activity“. **Prof. Dr. Herbert Löllgen (EFSMA / FIMS)** presented guidelines for pre-examination and exercise prescription for health. **Dr. Birgit Böhm** showed how she implements risk screenings in preventive pediatrics. **Prof. Dr. Jürgen Steinacker** stipulated the role of new technologies for implementing a healthy lifestyle. And **Alberto Bichi**, Secretary General of the Federation of the European Sporting Goods Industry (**FESI**) showed activities for fostering physical activity.

Sponsors of the MEDICA MEDICINE + SPORTS CONFERENCE were **seca**, **Polar**, **InBody** and **gym80**. Cooperation partners of the MEDICA MEDICINE + SPORTS CONFERENCE are the four largest sports medicine associations in the world: **American College of Sports Medicine (ACSM)** and their initiative „Exercise is Medicine“, German Sports Medicine Association **DGSP**, **FIMS** (International Federation of Sports Medicine) and **EFSMA** (European Federation of Sports Medicine). Further cooperation partners are **FESI** (Federation of the European Sporting Goods Industry), **ISPO** (Leading international sports business trade show), **WT Wearable Technologies** and **Continua Health Alliance**.

In 2014 more than 132,000 trade visitors and more than 5.555 exhibitors of 70 nations visited the world´s largest medical trade show MEDICA.

More information about the MEDICA MEDICINE + SPORTS CONFERENCE can be found here [www.medicine-and-sports.com](http://www.medicine-and-sports.com).

**If published, we would appreciate a voucher copy.**

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