

# LOWER IMPACT RUNNING

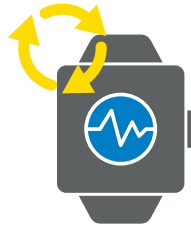
Technology for a healthy running lifestyle

## BACKGROUND



Distance running is a popular leisure-time physical activity, but many runners encounter overuse injuries.

Some injuries are related to high impact loads and lead to demotivation and early dropout.



Some current running wearables are able to measure impact loads, but embedded bio-feedback remains an issue.

## THE PROJECT

A measurement device attached to the lower leg registers with high accuracy the impact shock at foot contact.

The measured impacts are translated into real-time audio feedback for the runner.



The audio feedback uses music to facilitate a self-adapted running style with reduced impact in a pleasant, motivational way.

Running speed control is embedded in the solution.

## ADVANTAGES



### Real-time feedback

The real-time audio feedback allows for immediate adaptation and improvement of the running style.



### Fewer injuries

Reduction of the impact load thanks to an improved running style can lead to fewer injuries and associated demotivation or dropout.



### Accurate information

Precise measurement of the impact load of runners is available in real-time for doctors, coaches, physios, etc.

## OUR GOALS



### Validation

Combined biomechanical gait analysis will provide insights in impact reduction techniques. Follow-up of large cohorts will unravel effects on prevalence of distance running injuries.



### Product development

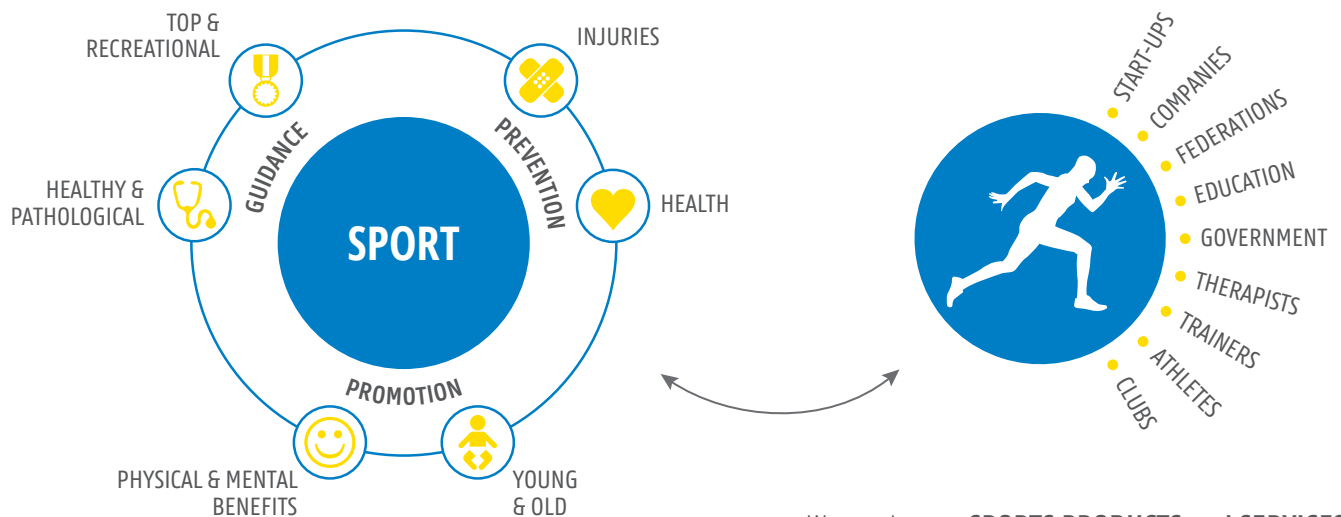
Focusing on commercial hardware and software development based on the technical proof-of-concept.



### Go-to-market

Defining the best possible route to market and attracting one or more license partners for further commercialization.

## VICTORIS CONSORTIUM



We create new **SPORTS PRODUCTS and SERVICES** by facilitating the **TRANSFER of KNOWLEDGE** that results from **MULTIDISCIPLINARY RESEARCH**

## SENIOR RESEARCHER



### Em. prof. dr. Dirk De Clercq

Department of Movement and Sports Sciences

Ghent University, Belgium  
[dirk.declercq@ugent.be](mailto:dirk.declercq@ugent.be)



### Dr. Kristof De Mey

Sports technology & business developer

[kristof.demey@ugent.be](mailto:kristof.demey@ugent.be)



Watersportlaan 2  
9000 Gent  
Belgium



+32 486 14 57 37

## CONTACT

