

## Introducing The First Smart-Jacket For Running Using Wearable Intuitive Motivational Technology

Monday 24 February, 2014

The GLOWFASTER Jacket is humming with technology designed to create what we call 'The Intuitive Biofeedback Loop' which delivers a more instinctive, more effective more fun training experience.

The jacket is designed for sport and built with technical fabric and removable light panels, allowing it to be customised as the user wishes. It is operated by Bluetooth from a smartphone, as is the optional heart rate monitor. As well as the light up experience the lights will alter with heart rate or speed (measured by GPS) and the wearer can respond accordingly.

The lights on the jacket can also be controlled remotely from up to 30 metres via Bluetooth allowing the technology to be used in outdoor gaming experiences.

"Our approach here is completely different," Simon points out. "Not everyone wants to view technical data about performance after the event, most of us just enjoy motivation from knowing we are on or above target while on the move ... the jacket tells you this with light -- the messages can become subliminal and the light up experience gives a sense of reward and assurance when you are out running."

GLOWFASTER has even secured a spot alongside some of the world's biggest innovators like Intel, Google, Reebok, McLaren Technologies at the Wearable Technology Show 2014 in London IN March which will be Europe's BIGGEST dedicated event for the fastest growing and most exciting sector of technology.

Simon comments: "This project is the start of a new experience in sport and fitness training. We made this jacket so you can enjoy your training experiences more but now we need your support to build out to commercial standards. I've got all the right people in place, please go to Kickstarter ([www.kickstarter.com](http://www.kickstarter.com)) and pick up one of our great offers and start training the instinctive way right away". 10% of all profits from Glowfaster will go to the Royal Marines Charitable Trust Fund.

-ENDS-

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