

Press release September 30, 2018 – for immediate release

## **World premiere at Bits & Pretzels – SensuSport Glasses Improve Feel and Performance in Golf**

*World's first wearable training device for practicing feel and touch in sports will be unveiled in **Munich at the Bits & Pretzels festival on 1st October.** (Monday, 1:40 - 1:45 pm, Pitch Stage, ICM Munich)*

SensuSport training spectacles take motoric learning to the next level. A prototype of SensuSport Glasses succeeded in golf with great results. And this invention is applicable to all big sports of today, like soccer, basketball, tennis, football and baseball.

### **Improve your learning process by eliminating visual feedback – Stop seeing, start feeling!**

SensuSport Glasses block the visual feedback to activate the brain's awareness of feel for body and ball. The core is an innovative sensor technology with a convertible product architecture. In practice, the Shutter Glasses block the athletes' vision and expose them to bare feeling in that split second the club impacts the ball. This altered sensory input changes the whole aspect of body perception. Training feel improves performance.

The internationally patented technology wins through simplicity and effectiveness. Developed by engineers and sports scientists, the glasses enhance the motoric learning processes of high precision movements. A beta-version is already being tested by international golf professionals. The highly anticipated tests provide promising results. Coaches identified instant improvement in flow and precision. The response was huge and the feedback highly positive, as suspected.

**"I wouldn't have believed how working with Sensu glasses changed my players' game. I could see a difference in their swing from the first session on. The ability to train feel and touch, puts a whole new aspect into training"**

Arnar Már Ólafsson, PGA Professional and SensuSport Glasses tester

We often hear that ball and body feeling is something that you either have, or you don't. But this is not true. Athletes who demonstrate great feel and touch were not born with it. Much more were they born with the ability to focus on ball and body feeling. This is what makes them outstanding. With SensuSport Glasses you are able to practice this skill and achieve your full potential. Accordingly, the spectacles are for every kind of player – beginner and experts, young and old. There is always a reason for improvement.

Inspired by his work as a sports psychologist for the German Golf Federation and German Ski Federation, the Founder Nils Bühring came up with the idea for the spectacles.

**“We eventually developed a tool that was missing in my day-to-day work with athletes, on our own.”**

Additionally, an app is in progress to track ‘Fell vs Real’ development and to provide customized training programs. What the future of SensusSport holds will be bright, there are many applications waiting to be realized.

A crowdfunding campaign will start in November to fund the global roll-out of the final product version.

(Link to Pre-launch page: [https://www.indiegogo.com/projects/sensuglasses-improve-feel-and-performance-in-golf/coming\\_soon](https://www.indiegogo.com/projects/sensuglasses-improve-feel-and-performance-in-golf/coming_soon))

Please contact our media department for further information and requests about product testing, demonstration events or interviews with the Founder.

– End –

---

## Media Contact

Luise Grossmann | Co-Founder and Head of PR

+49 151 752 744 13

[Media@sensusport.com](mailto:Media@sensusport.com)

<http://sensusport.com>

SensusSport UG (haftungsbeschränkt)

Haebelstrasse 22

80337 Munich

<https://www.facebook.com/sensusport/>

<https://twitter.com/SensusSport>

<https://www.instagram.com/sensusport/>

[https://www.youtube.com/channel/UC7UNJrP1hBSrz\\_ar7y9-Xwg](https://www.youtube.com/channel/UC7UNJrP1hBSrz_ar7y9-Xwg)

@sensusport #SensusSport #SensuGlasses

---

## List of images

### HiRes

- 20180727-MoodShot\_Glasses.jpg
- 20180727-MoodShot\_longgame.jpg
- 20180807- ActionShot3\_Bunker.jpg
- 20180807-ActionShot1\_LongShot.jpg
- 20180912-Sequence2\_Bunker.jpg
- 20180913-Sequence1\_LongShot.jpg
- 20180913-Sequence3\_Putting.jpg
- 20180921-ActionShot2\_LongShot.jpg
- 20180924\_ActionShot4\_Preshot-wide.jpg
- SensuGlasses\_Rendering\_clear.jpg
- SensuGlasses\_Rendering-black.jpg

### LowRes

- 20180727-Mood1\_LongShot.jpg
- SensuSport\_FoundersTeam.jpg

### Logo files