

“Guidewatches” from onTracks, intuitive GPS wristbands for all outdoor sports enthusiasts!

Available for pre-sale beginning September 11 on Indiegogo!

Because it's neither convenient nor safe to run, hike, road bike or mountain bike while pulling out your map, phone or compass to track your route, onTracks has developed an intuitive guiding solution: the first connected wristband for outdoor activity enthusiasts. After raising one million euros to finance the development of their product, onTracks, the startup from Marseille announces its partnership with the world champion of mountain biking, Julien Absalon, and is launching a funding campaign beginning September 11 on Indiegogo with a pre-sale, offering up to 40% off the general public's price of 179€!

onTracks Technological Innovation

“Guidewatches” were designed by onTracks to make life easier for outdoor sports enthusiasts, and to allow for safer adventures! It's the first connected wristband that allows you to follow a route without looking at a map or GPS, or having to listen to annoying voice instructions.

onTracks is a solution for all outdoor athletes (runners, mountain bikers, walkers, hikers, etc.), but it can also be used every day by both motorized and non-motorized two-wheelers around town.

How does it work?

The user wears a wristband on each wrist and connects them to the onTracks app on their smartphone. A selection of routes submitted by the onTracks community is offered to the user, in perfect harmony with their habits, abilities and current location. Users select their routes, press “GO”, put their phones away, and allow themselves to be guided. When it's time to turn right, the right wristband lets them know by vibrating. Conversely, when it's time to turn left, the left wristband vibrates, providing the necessary information.

A promising partnership with Julien Absalon!

It was during the Sea Otter Europe festival in Spain that Julien Absalon announced his partnership with the onTracks startup, the first intuitive GPS wristband for outdoor sports. As one of the biggest champions of French sports and world mountain biking, Julien Absalon showed a strong interest in this technological innovation which, according to him, makes outdoor sports easy and allows a person to really enjoy their route during sporting activities.

“What I found interesting was that you no longer have to keep your phone out to follow GPS, since with onTracks you wear a wristband on each wrist. When you arrive at an intersection, it vibrates on the side where you need to turn either left or right. It's precisely the ultra-simple and practical nature of it that appeals to me!” - Julien Absalon.

Crowdfunding campaign on Indiegogo beginning in September

Awarded first place in the 'Applications & Services' category at the end of June at the Inosport Exposition, onTracks GuideWatches will be available at the end of the year for 179€ (tax included) in outdoor specialty stores. The Marseille startup is also launching a pre-sale campaign on the Indiegogo platform beginning on September 11, allowing people to order the product online at a special price with priority delivery, and allowing them to leave comments in order to participate in the success of onTracks.

And to start 2019 off the right way, onTracks has also been selected to attend the CES Las Vegas expo on January 8-11, 2019!

For the funding campaign, go to: <http://campaign.ontracks.co>

View the onTracks video demonstration: <https://youtu.be/wSeyY3U-KVo>

About onTracks:

The Marseille startup, onTracks, was founded in 2016 by Philippe Leca, who previously held positions heading up finance in small and medium-sized businesses and international groups in France and the United States. All of these adventures had 'international' and 'innovation' in common. With his 20 years of experience, he decided at the beginning of 2016 to embark upon his entrepreneurial adventure. It was during a mountain bike ride that the idea was born: to give freedom to outdoor sports enthusiasts (including mountain bikers, trail enthusiasts, runners and hikers) who are endlessly constrained having to look at a screen or listen to a voice for guiding their routes. This idea extends to motorcycle and scooter riders wishing to get from point A to point B, Vélib users biking around the city, or even tourists wishing to discover a new city on foot. From this concept, a project is born: creating a connected wristband with an intuitive guiding solution for outdoor activities and everyday transport!

A few of the awards received by onTracks:

- Chosen by French Tech to attend the CES Las Vegas expo in January 2017 and 2019
- Winner of IGNFab 2017, IGN incubator
- Winner of Annecy Base Camp 2017, Outdoor Sport Valley incubator, an organization assembling the biggest players in the world of outdoor sports
- Winner of the Digital Innovation Competition (CIN6), organized by BPI and the DGE
- Outdoor Industry Award 2017 by a panel of international experts at the Outdoor Show, an international outdoor sports expo (Friedrichshafen, Germany)
- Winner of the 'Applications & Services' category at the Inosport 2018 competition

By raising one million euros in a funding round at the beginning of the year, onTracks has gained the trust of institutional investors at BPI France, as well as angel investors to finance its development.

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