



➤ **ENDURANCE ENTERPRISES INC.** uses XSENSOR pressure imaging systems to create accurate pressure profiles of cross-country skis used to match athletes with more optimal-fitting, race-worthy skis. Salomon Cross-Country Skis and the Subaru Factory Team are two ski programs that currently use pressure mapping technology.

THE CHALLENGE: MATCHING SKIS TO SKIERS

Founded by former athlete Andrew Gerlach, Endurance Enterprises, Inc. is a sports lifestyle marketing company that specializes in promoting, enhancing, and increasing sales of its clients' products and services. In 1994, Endurance created the Subaru Factory Team to achieve two simultaneous goals: first, to help elite athletes realize their dreams and second, to use the team as a vehicle in which to aggressively demonstrate and market the quality of client product brands.

CHALLENGES TO MEET

- Left and right skis are not always made the same, need accurate measurement of both at same time
- Accurate (force and weight) pressure distribution profiles of skier performing real-time motions on ski
- Results that can be analyzed by manufacturers to help reduce production line inconsistency and increase ski's "race-worthiness" and overall performance
- Tool that can set industry measuring standards, no other pure pressure mapping has been used before

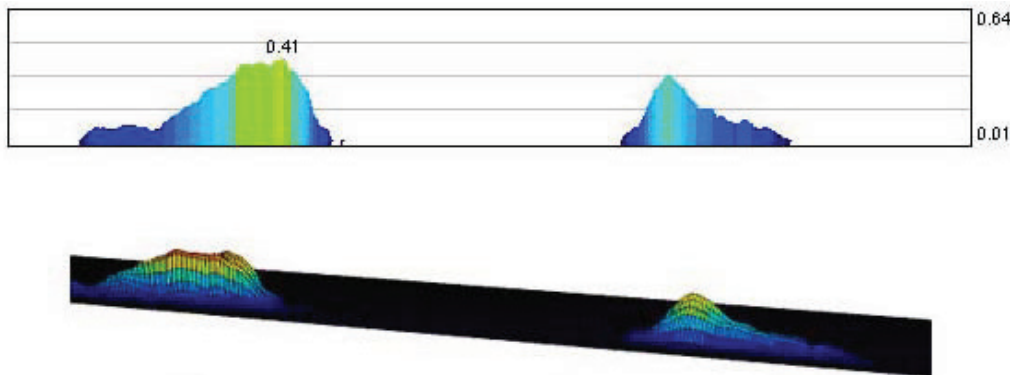
XSENSOR SYSTEMS IN USE:
 X2 System – platform, software, sensors, and accessories

➤ *For many years, Endurance had been seeking a product that could help map and analyze the performance and fit of skis. It discovered XSENSOR through a recent Google Internet search.*



THE SOLUTION: SKI TESTING PROFILES

In 2006, Endurance used the XSENSOR X2 System to analyze the Salomon Equipe 10 skate ski:



DID YOU KNOW?
When the Subaru Factory Ski Team wear skis that fit and win a greater number of races, pressure imaging helps explain which qualities of that ski made it better than other brands.

The graphs on the previous page show the pressure distribution of a Subaru Factory Team skier's Salomon skate ski from tip to (right) to tail (left) under the skier's full body weight. The higher bar and brighter colour represents the highest pressure in kg/sq. cm. The pressure mapping image above shows the long and gradual increase in pressure of the ski's front-glide zone (a), the no-pressure zone under the ski's carbon-powered bridge (b) and the long and gradual pressure decrease in the ski's rear-glide zone (c). This forgiving pressure distribution is a result of the ski's "stiff but low-riding camber".

XSENSOR'S X2 System's portable versatility allows Salomon engineers and Subaru Factory Team ski technicians to analyze and show all skiers the Salomon Equipe 10's pressure profile, which is the ultimate indicator of a ski's performance. Pressure profile findings were paired with the corresponding skier's weight, technique, physique, and snow characteristics to match skiers to their optimal ski for best fit.

THE RESULTS

XSENSOR's pressure mapping technology takes the mystery out of why skis feel soft or stiff and is an accurate guide in determining "best fit" recommendations. The X2 System helps manufacturers develop more innovative ski designs that heighten ski performance. By analyzing and showing the true ski pressure profile (distribution of forces and pressure glide zones), the X2 System reveals the level of a ski's performance, the true interaction between ski and snow, and the race-worthiness of the ski relative to the skier.

BRING YOUR OWN SKIS IN

Subaru Factory Team technician Kevin Johnson, will show you how the forces you apply to your skis are distributed across the snow. You will discover if your skis are working for, or against you.

Why Endurance Chooses XSENSOR

- Future potential to use pressure imaging for cross-country ski research and development
- Useful tool to teach and show cross-country skiers of all levels what well-fitted skis look and feel like
- Ski testing more advanced, skier does not have to ski over and over again

For more information about Endurance Enterprises, visit: www.endurance-enterprises.com