

TURNING MATH, SCIENCE AND TECHNOLOGY INTO COMFORT®



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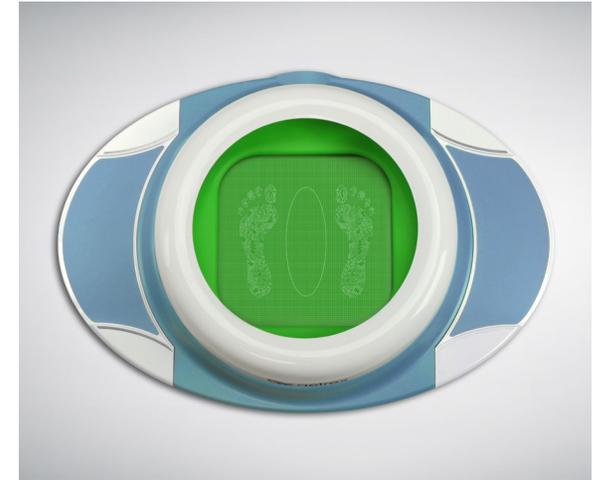
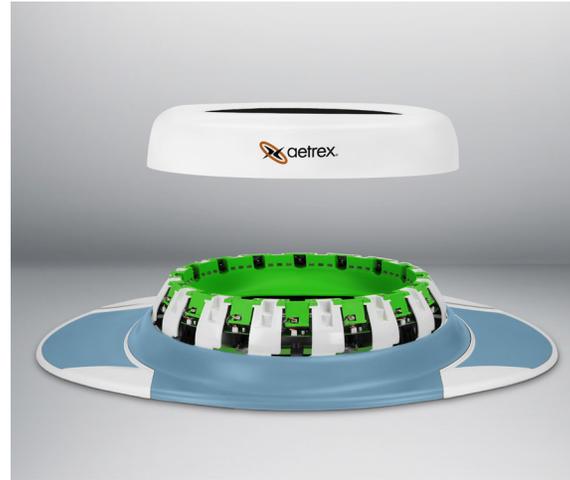


Aetrex is the global leader in foot scanning technology. **Albert™**, created over several years by a team of leading mathematicians, engineers and programmers, represents a major advance in technology and offers unmatched benefits and opportunities to consumers and retailers alike. This revolutionary 3D system is designed to tell people more about their feet than ever before in under one minute.

Featuring 18 digital cameras, 960 infrared LEDs & receptors and over 5,000 gold plated sensors, Albert offers the most sophisticated, interactive, in-store scanning experience to date. Add this to Aetrex's fleet of existing technologies: **Gaitway™**, **Nova™**, **Eclipse™** and the newly relaunched **foot.com**, and you've got a turnkey solution for all types of retail outlets.

In 2017, Aetrex acquired **SOLS®** Systems, Inc., a leader and pioneer in 3D printed orthotics and software that combines computer vision technologies, artificial intelligence and much more. Utilizing computational geometry, machine learning, and data analytics, SOLS' patented end-to-end platform automatically generates 3D models of an individual's anatomy based on digital photography and its proprietary imaging system. Aetrex has integrated this game changing technology into the Albert software to offer the most advanced foot scanning experience available throughout the world.





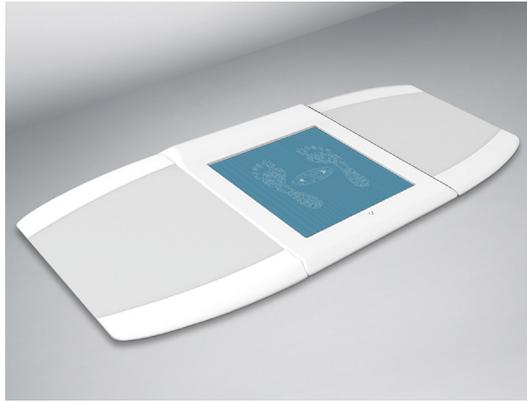
## Albert™ Scanner

Aetrex is bringing consumers back into stores like never before with **Albert**, its revolutionary, 3D foot scanner. Albert captures unmatched data and information about feet, enabling consumers to make more educated buying decisions when it comes to footwear and orthotic purchases. Featuring 18 digital cameras, 960 infrared LEDs & receptors and over 5,000 gold plated sensors, Albert offers the most sophisticated, interactive, in-store scanning experience to date.

The **AlbertOS** software presents a truly memorable user experience for your customers. The 3D digital analysis of the foot provided after the scan can be used in perpetuity and accessed from anywhere. This fully integrated, cloud based retail solution not only results in a superior consumer experience, but ultimately enhances a retailer's bottom line.

- AlbertOS
- Glossy paint finish for easy cleaning and durability
- 5,184 gold plated barometric sensors
- 960 infrared LED's and receptors
- Dimensions: 40.8" x 28.3" x 5.6" / approximately 18 lbs
- Pressure measuring area 36cm x 36cm
- 16 cameras for 3D viewing & maximum data collection
- 2 cameras for Pronation analysis
- Colorful LED display
- 3 year warranty





## Gaitway Scanner

Create a more impactful retail experience with the new Aetrex **Gaitway** scanner, featuring the consumer engaging, AlbertOS software package. The Gaitway captures more data under foot than any other scanner with over 5,000 gold plated barometric sensors. The scanner comes with two attachable wings to help provide an ideal platform for pressure gait analysis.

Gaitway sets the industry standard by capturing gait pressure data at an unparalleled rate of 30 frames per second. Featuring both dynamic and static pressure tests, the Gaitway offers an authentic user experience that can't be matched online. Your store will generate substantial revenue by offering custom selected orthotic solutions to help consumers feel better on their feet.

- AlbertOS
- Rechargeable plate powers over 24 hours
- 5,184 gold plated barometric sensors
- Glossy automotive paint for easy cleaning & durability
- Dimensions: 47"x 22" x 1.45" / approximately 9 lbs
- Two attachable wings included
- Pressure measuring area 36cm x 36cm
- Dynamic test at an unmatched rate of 30 frames per second
- Gait analysis, shows pressure distribution while walking
- 3 year warranty



 aetrex<sup>®</sup>

Turning Math, Science and Technology into Comfort

BEGIN SCAN    F >    M >



## AlbertOS

The **Albert Operating System** presents a truly memorable user experience. Aetrex's proprietary Albert character takes you on a step-by-step journey through the foot scanning process using touch or voice commands, to make it easy and fun for your customers. The software has six primary sections to help customers learn more about their feet than ever before.

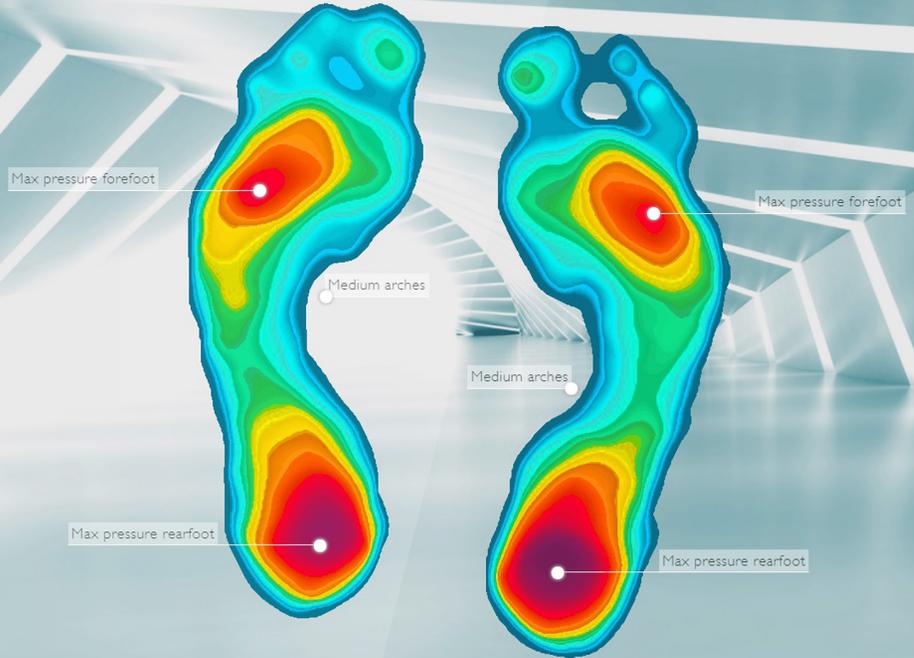
Featured within the **AlbertOS**, **iStep®** Pressure Technology offers a colorful 2D view of the foot, showing pressure points and arch type. This component of the software displays a pressure meter, allowing you to touch a particular point on the foot to see the numeric level of pressure in that section.

**SOLS 3D** & Sizing provides a 3D viewing of the foot, enabling the ability to rotate the foot 360 degrees. There is also a zoom function within the rotation, so you can hone in on certain areas of the feet to understand details of the anatomy. Additionally, **SOLS 3D** accurately provides the length, width and height measurement of the foot presented to  $\frac{1}{10}$ <sup>th</sup> of a millimeter.

Working in tandem with Aetrex's orthotic lines, Albert is tied to a unique business model that is proven to have tremendous impact to a retailer's bottom line. The Albert scanning experience encourages consumers to wear custom selected orthotics for their specific foot type and lifestyle. The orthotic recommendation is based on your customer's individual size, pressure and arch type. With **AlbertOS**, providing an impactful in-store experience and increasing consumer retention has never been easier.



### Touch Footprint for Pressure Reading



	Left	Right
Arch Type	Medium	Medium
Arch Depth	4cm	4.5cm
Pressure	50%	50%
Met Pad Recommended:	No	
iTest		
Rescan 2D		
Email Test Results		
Chalkboard		

iSTEP

SOLS 3D

ORTHOTICS

PRONATION AXIS

GAIT ANALYSIS

FOOT.COM



Low arch foot and scan



Medium arch foot and scan



High arch foot and scan

## AlbertOS | iStep Pressure & Arch Type

Aetrex was the pioneer of pressure plate technology to consumer markets, launching **iStep** in 2002. Over fifteen years later, Aetrex has placed over 10,000 devices globally that utilize this proprietary technology.

iStep has educated millions of people throughout the world about their particular arch type, pressure points and much more. With the latest **Albert** release, **iStep** pressure plate technology is integrated into the new operating system. With an updated sensor design, we are now able to capture more data and see greater definition of the pressure points than ever before. The latest feature is the **Pressure Meter**, which allows you to pinpoint a particular spot on the foot to understand the level of pressure in that specific area. Other features include **Chalkboard** capabilities and comparison tests to view pressure with and without orthotics.



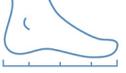


## AlbertOS | SOLS 3D & Sizing

Integrating the computer vision technology that was acquired with **SOLS**, the new Albert scanning platform provides 3D viewing and sizing of your customer's actual foot, with the ability to rotate and zoom in on problem areas. Measurement of the foot is presented in three dimensions - length, width and height - with accuracy down to a  $1/10^{\text{th}}$  of a millimeter. These measurements in turn are converted to a recommended shoe size for each individual.

**AlbertOS** presents the most realistic 3D viewing on the market today. Customers love being able to see their foot in three dimensions. It is a truly engaging in-store experience that has never been available at consumer markets, designed to create viral demand for your business and to encourage consumers to return to the store.

## DATA CARD

LENGTH (heel to toe)	WIDTH (ball of foot)	DORSAL HEIGHT	ARCH HEIGHT	GIRTH	RECOMMENDED SHOE SIZE	SOLS 3D
 <p>Left 28.20cm   Right 27.96cm</p>	 <p>Left 10.37cm   Right 11.23cm</p>	 <p>Left 8.65cm   Right 8.74cm</p>	 <p>Left 1.92cm   Right 2.20cm</p>	 <p>Left 1.92cm   Right 2.20cm</p>	 <p>11.5 US   45.5 EU</p>	
TOTAL AREA (0.25 cm <sup>2</sup> )	PRESSURE DISTRIBUTION (%)	AVERAGE Kg PRESSURE (0.25 cm <sup>2</sup> )	ARCH DEPTH	ARCH TYPE	METPEAD RECOMMENDED	i STEP
 <p>Left 10.8cm   Right 11.00cm</p>	 <p>Top Left 57%   Top Right 59% Bottom Left 43%   Bottom Right 41%</p>	 <p>Left 0.396 Kg   Right 0.426 Kg</p>	 <p>Left 3.5cm   Right 3.0cm</p>	 <p>Left Medium   Right Low</p>	 <p>No</p>	
		PRONATION DEGREE	MEDIAL ARCH DEGREE			PRONATION AXIS
		 <p>Left 5.65°   Right 3.65°</p>	 <p>Left 6.58°   Right 4.23°</p>			

Name

Email

ADD





## AlbertOS | Data Card

Aetrex is incorporating machine learning and advanced data analytics on all of the information collected by Albert throughout the scanning process. This includes key statistical information from **iStep** Pressure Technology, **SOLS 3D** & Sizing and **Pronation Axis**. Highlights will be featured on the Albert Data Card, including: heel-to-toe length, metatarsal width, arch height, arch depth, girth, pressure distribution, average Kg pressure stats and more.

**AlbertOS** will retain all statistics related to each customer's feet in the cloud. These key statistics can be used by retailers to achieve optimal consumer outcomes, better inventory management, and to substantially improve the product development process. The data card ultimately educates consumers and businesses about foot type variations and pressure patterns in a way that's accurate, relevant and measurable.





## AlbertOS | Additional Highlights

The **AlbertOS** is packed with features designed to deliver authentic benefits to consumers and retailers. Here are some of the additional highlights:

**Pronation Axis:** Pronation Axis is the proprietary software (patent pending) created to help educate consumers about proper foot and ankle alignment and the benefits of orthotics. Albert identifies the degree to which the foot pronates by creating an “axis” down the Achilles tendon, while simultaneously highlighting the medial view of the arch. With a before and after image of how the foot functions, it’s easy to show customers how to properly align the body using the suggested orthotic type.

**Cloud Marketing:** At Aetrex we understand that capturing your customer’s digital attention and maintaining it are vital to success. Our cloud marketing suite of assets enable you to automate customized digital campaigns in numerous ways to help your business. Other options include an engaging personalized *Follow Up* email, as well as a *Reminder* function that automatically sends alerts when it’s time to revisit the store for a scan. Customers can also opt in to receive **Footprints™**, the popular, weekly digital newsletter packed with educational foot health tools, wellness articles and much more.

**Gait Analysis:** Gait Analysis is a new feature that works in conjunction with a treadmill by capturing video of a customer’s stride while running or walking. The Albert software allows you to play back the frame-by-frame analysis, as well as zoom in to see a close up of how the foot functions at impact. There is a side-by-side comparison window to see how the left and right foot vary. Other options for comparison include a 4-window screen to see how the foot alignment changes before and after using the correct shoe and orthotic.

**Control Panel:** The AlbertOS Control Panel is another cloud based feature of the new platform, giving you the ability to manage your scanner and all of its activity remotely. Whether you have one store or multiple locations, access is available 24/7 from any mobile or desktop device. Popular features of the Control Panel include a running dashboard to monitor scan and email capture activity, access to your systems back-end, and an advanced data center to manage all the data, statistics and emails captured throughout the scanning process.

The World's Most Trusted Source for Foot Health

Foot.com | 

Search foot conditions and symptoms

GO

[Foot Pain Identifier](#)

[Conditions & Treatments](#)

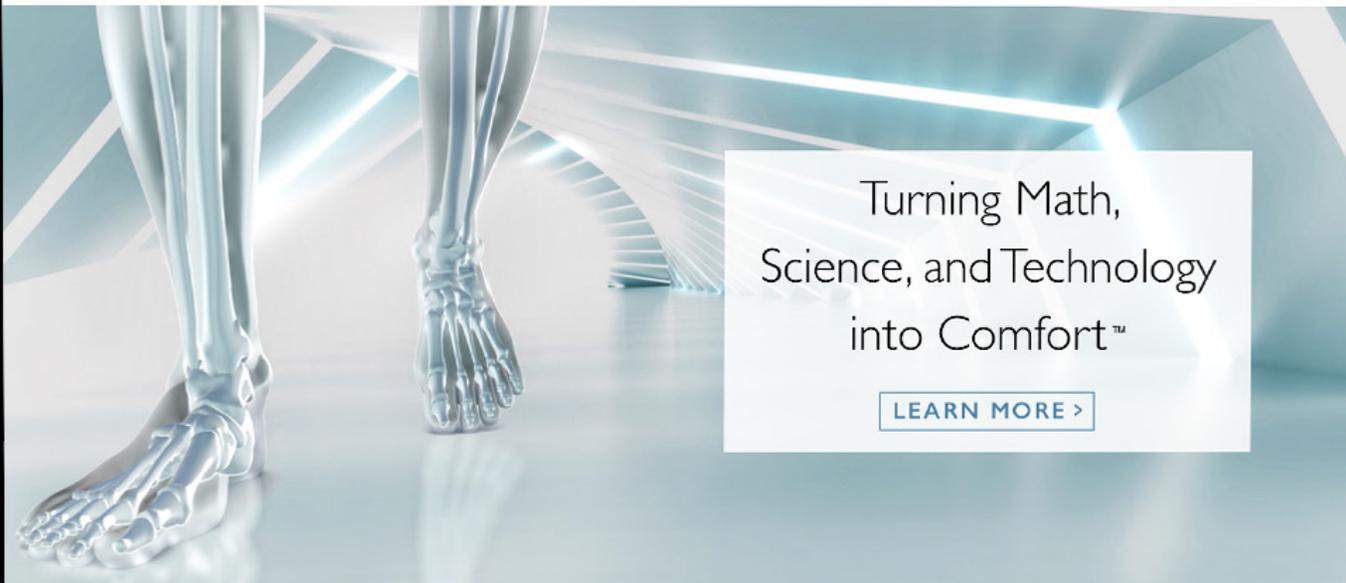
[Diabetes Center](#)

[Ask the Doctor](#)

[Foot Scanning](#)

[Arch Types](#)

[In The News](#)



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Science, and Technology  
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## Foot.com

The new **AlbertOS** will integrate with two popular Aetrex websites: **foot.com** and **myfeet.com**. Recently redesigned to be synergistic with Albert branding, Foot.com serves as an educational component of the Albert software and has been recognized as the best foot health site on the internet.

The **Foot Pain Identifier** is the most highly trafficked section of the site and one that will continue to add credibility to the Albert consumer experience. The **Arch Type** section can work seamlessly within the AlbertOS to help educate customers about their particular foot type. Other popular sections include: **Conditions and Treatments**, **Videos**, **Diabetes Center** and an **In the News** section that keeps content dynamic and current.

With over 40,000 visitors weekly, Foot.com is the ultimate destination for numerous wellness topics, possible risk factors associated with recurring foot pain and much more. Throughout the site visitors can also learn all about the benefits of Albert foot scanning and how to find your specific location, as highlighted in the dealer locator.



## MyFeet.com | Passport™

For everyone who has been scanned by an Albert Scanner, a virtual **Passport™** is created and permanently stored on the Albert Cloud. The Passport is user friendly, easy to understand and contains all important information about your feet. This includes the 3D Measurements captured by Albert, your iStep Pressure analysis data and images and more. You can also view and compare all the scans that you've done over time by any Albert Scanner throughout the world.

Your Passport can be easily retrieved and viewed on any mobile device or computer simply by visiting **MyFeet.com**. Once retrieved you can utilize your Passport to help make more informed purchase decisions or to see how your measurements and data compare to worldwide averages. MyFeet.com plays an important role within the Aetrex ecosystem that was created to help millions of people feel great on their feet and experience improved footwear fit and performance.



Username: John Natale  
User ID: jnatale@gmail.com



Show 3D Simulation

Show 2D Pressure Map

LENGTH (heel to toe)



Left 28.20cm | Right 27.96cm

WIDTH (ball of foot)



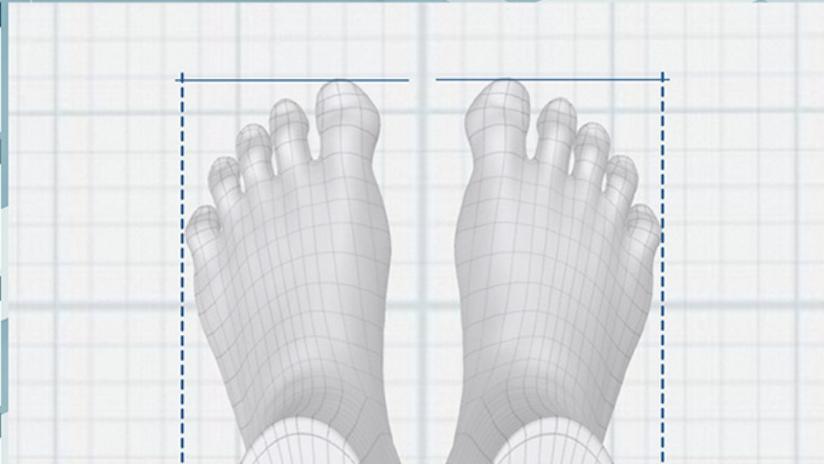
Left 10.37cm | Right 11.23cm

DORSAL HEIGHT



Left 8.65cm | Right 8.74cm

ARCH HEIGHT





# Albert™ & Gaitway Display Options: Galaxy Display Set & 42” All-In-One

Aetrex is pleased to offer two display options for the Albert and Gaitway scanners - The Galaxy Display Set or a 42” All-in-One.

The **Galaxy display Set** comes in two parts - a free-standing primary display and a companion unit, creating an impactful point of sale. The primary display comes with a 27” all-in-one touch panel computer, easy to use hand railings and a base designed specifically for the scanners. This display can effectively showcase your Albert or Gaitway along with 120 pair of Aetrex orthotics on the front and back of the unit. In addition, the Galaxy set comes with a companion display, compactly holding 96 pair of additional orthotics with the same aesthetic presentation.

The **42” in All-In-One** provides a large visual of the Albert or Gaitway foot scan experience. By offering a wall mount function and wire covers, you get a stunning, high-tech presentation with the flexibility to save space on the floor.



## Galaxy Display Set

- 27” Touchscreen All-In-One Computer
- Intel i5 Processor 2.40GHz
- 8GB RAM & 1 TB Hard Drive
- Windows 10 Operating System
- 2GB Dedicated Video
- Galaxy primary display
- Galaxy companion display



## 42” Display

- 42” Touchscreen All-In-One Computer
- Intel i5 Processor 3.20GHz
- 8GB RAM
- 128 GB SSD Hard Drive
- Windows 10
- 2GB Dedicated Video



## N o v a   S c a n n e r

The **Nova** delivers an engaging consumer experience and performs a highly accurate foot scan without the need for conductive rubber mats. This patented wireless technology is powered by 3,744 gold plated barometric sensors that measure the pressure exerted by the foot every 0.25cm<sup>2</sup>.

Beautifully designed and compact, the Nova also incorporates 1,326 infrared LEDs and receptors that are aligned every half millimeter to capture an accurate size of the foot, both length and width, without using moving parts.

- Patented Bluetooth wireless technology
- Portable wireless system that functions at distances over 20 feet
- Rechargeable plate powers the unit over 24 hours
- 3,744 gold plated barometric sensors
- 1,326 infrared LEDs & receptors
- Glossy automotive paint finish for easy cleaning and durability
- 21.5" W x 23.75" L x 3.5" H / approx 13.5 lbs.
- 2 year warranty



## Eclipse Scanner

The **Eclipse** is a highly accurate pressure analysis scanner that measures the pressure exerted by the foot every 0.25cm<sup>2</sup> without the need for conductive rubber mats. This important enhancement delivers a wireless scanning solution that offers superior accuracy and consistency.

This patented wireless technology is powered by 3,744 gold plated barometric sensors. Combined with the **NovaOS** software, the Eclipse enhances the customer experience in your store and leads to authentic consumer benefits and improved foot health.

- Patented Bluetooth wireless technology
- Portable wireless system that functions at distances over 20 feet
- 3,744 gold plated barometric sensors
- Rechargeable plate powers unit over 24 hours
- Glossy automotive paint finish for easy cleaning and durability
- 17.5" W x 20.7" L x 2" H / approx 6.6 l lbs.
- 2 year warranty

Top dist. 52 % | 52 %

Bottom dist. 48 % | 48 %

Total area 144 cm<sup>2</sup> | 142 cm<sup>2</sup>

Total dist. 51 % | 49 %

Avg. Kg/Cm<sup>2</sup> 0.242 kg | 0.233 kg

U Max 0.199 kg | 0.216 kg

L Max 0.216 kg | 0.216 kg

Arch depth 7 sens. | 10 sens.

Widths 9.3 cm | 9.0 cm

Lengths 27.2 cm | 28.4 cm

	Arch type	Pressure	Length	Width	Suggested size
Left	Medium	Rearfoot	27.20 cm	9.30 cm	wos - 12.5
Right	Medium	Rearfoot	28.40 cm	9.00 cm	men - 11.5

Orthotics custom selected for your foot type

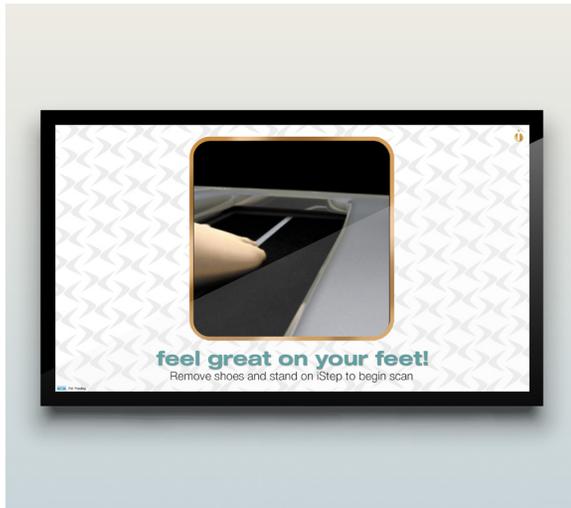
Low Profile: L1100

- Low Profile: extra increased support for those with arching feet and/or flat feet.
- Maximal Cushion: cushions & stabilizes and/or flattens arches for medium and high arch feet.

back eraser

cancel save scan jelly bean retrieve scan 3D itest my feet foot pain foot facts arches mozaic® With Orthotics aetrex

Pat. Pending A B



## NovaOS

**NovaOS** integrates both wireless and cloud computing technologies with easy to use touch screen 'app' functionality. This innovative software is customizable, intuitive to learn and offers personalized service for your customers.

The proprietary software custom selects the ideal Aetrex orthotic for your customers and provides a unique in-store technology platform that enables you to capture consumer emails without even completing a transaction. This valuable data, together with the cloud functionality provides an easy way to connect with consumers through custom emails, surveys and follow up messages. You can also engage with them through **Footprints**, a customized digital weekly newsletter that can be designed specifically to incorporate your logo and store information.

The **NovaOS Control Panel** can provide powerful retail analytics and scan analysis data to help maximize Nova's potential for your business. In addition, its mobile functionality allows you to remotely manage numerous NovaOS functions, including the apps and user interface.



# Nova & Eclipse Display Options: Odyssey Merchandiser & 27" All-in-One

Aetrex is pleased to offer two display options for Nova and Eclipse Scanners - The Odyssey Merchandiser or a 27" All-in-One.

The Odyssey Merchandiser is an eye-catching, modern display that can effectively showcase your Nova or Eclipse scanner along with 96 pair of Aetrex orthotics on the front and back of the kiosk. The display comes with a 23" all in one touch panel computer and is designed in a compact way to fit neatly into your retail environment. Features include glossy white, automotive paint and a sleek design to elevate your brand image.

The 27" in All-In-One gives you a larger visual of the Nova or Eclipse foot scan experience. By offering a modern wall mount function and wire covers, you get a sleek looking technology presentation with the flexibility to save space on the floor.



## FD890 - Odyssey Merchandiser

- 23" Touch Panel All-in-One Computer
- Aetrex Acrylic Oval Sign
- Monitor Bracket
- Compact Space for iStep foot Scanner
- Hand railings for customer safety
- Free Standing Display

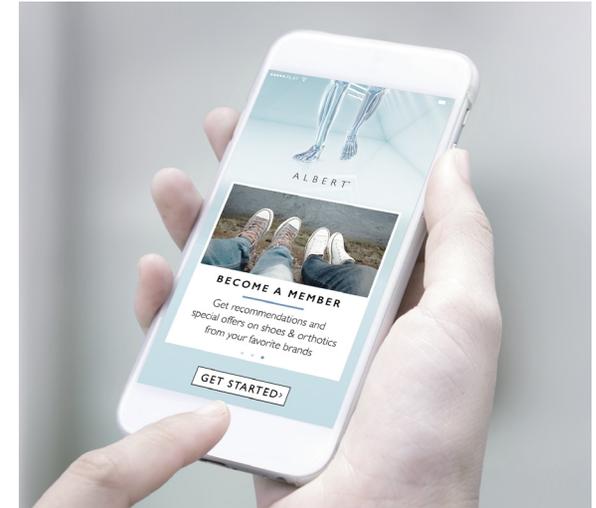
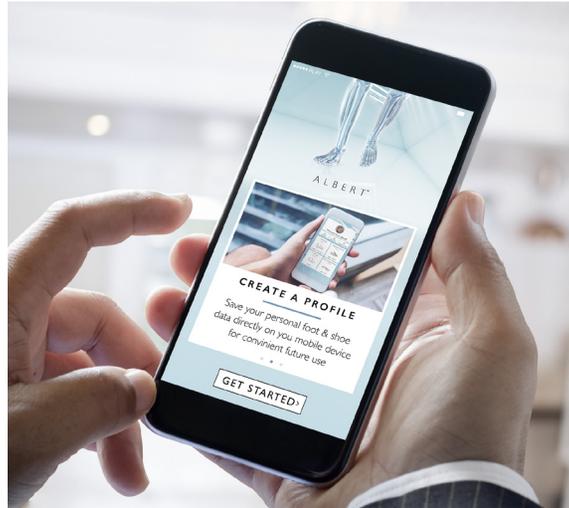
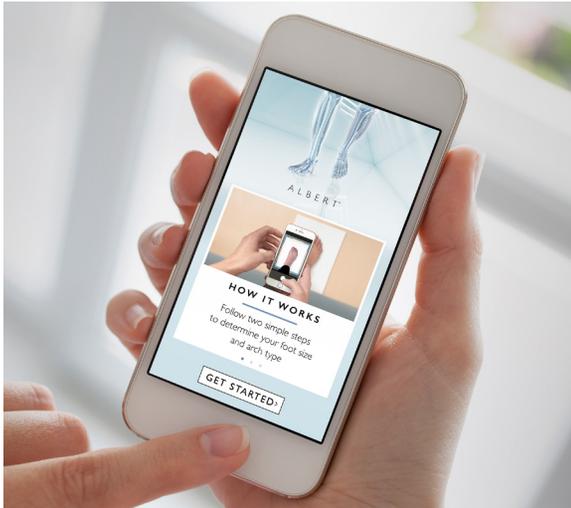
Size: 25"W x 26"D x 71"H



## 27" All-In-One

- 27" Touchscreen All-In-One Computer
- Windows 10
- Intel i5 Processor
- 12GB Memory
- 2GB Dedicated Video
- 1TB HD
- 1920 X 1080 Resolution





## Albert™ Mobile App

Aetrex's technology ecosystem is a suite of products that provides authentic consumer benefits by identifying custom selected orthotic solutions and improving the overall fit performance for footwear purchases. In 2017 Aetrex acquired SOLS Systems, Inc., a leader and pioneer in 3D printed orthotics and mobile app foot imaging technologies.

Utilizing SOLS' platform, Aetrex has created the new Albert Mobile App to help reach consumers on the go or in the comfort of their own home. The Albert Mobile App guides consumers on an engaging journey through a data capture process that provides accurate foot measurements and arch type analysis. From this data, the app presents relevant product recommendations and helps improve fit performance to increase consumer satisfaction for retailers and manufacturers.

The Albert Mobile App utilizes advanced machine learning and computer vision software, and features Aetrex's proprietary Albert character to help guide people through the experience. Currently in beta mode, the app will be released in early 2018 to consumers and retailers worldwide.



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