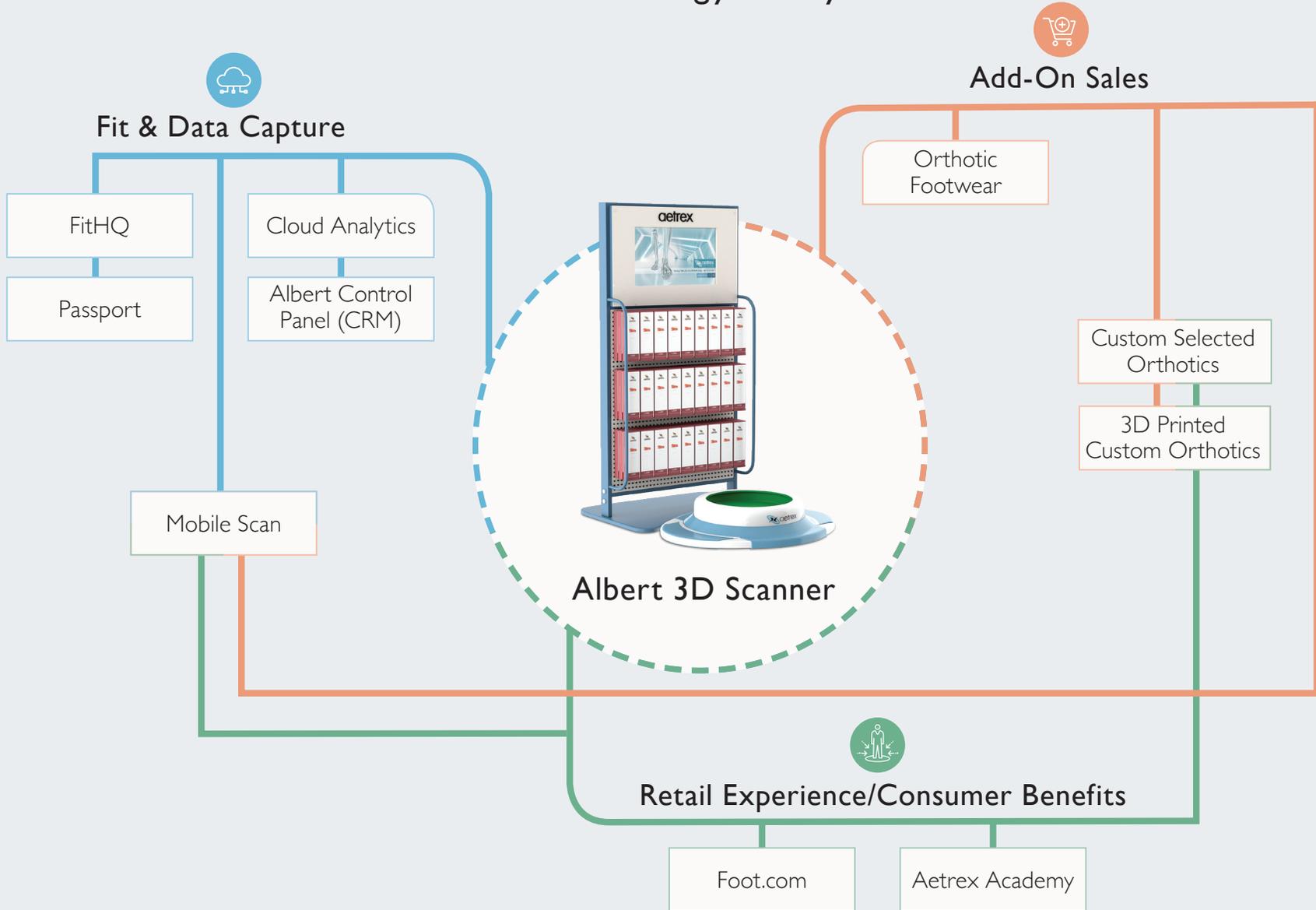


THE WORLD'S #1 FOOT SCANNING TECHNOLOGY

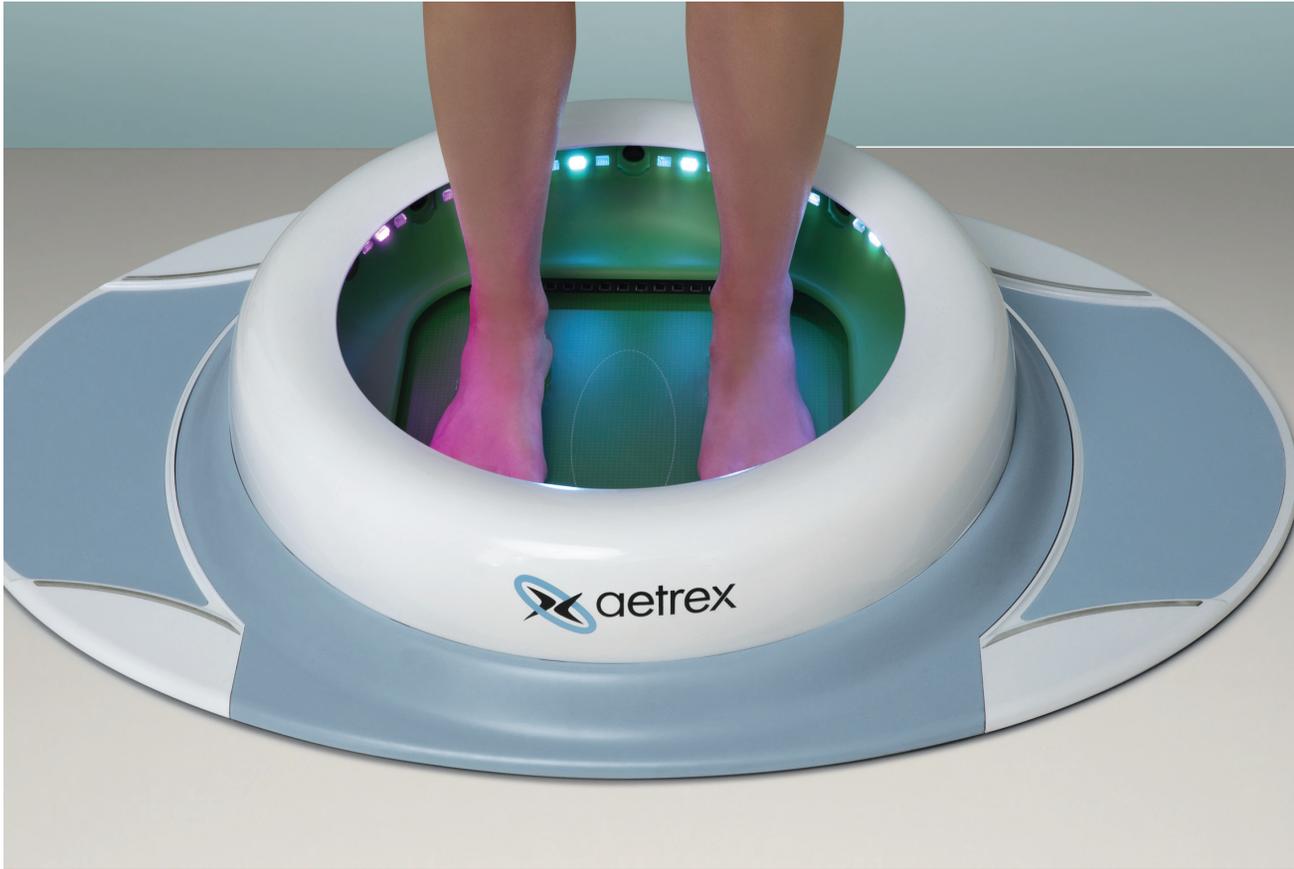


# Aetrex Technology Ecosystem



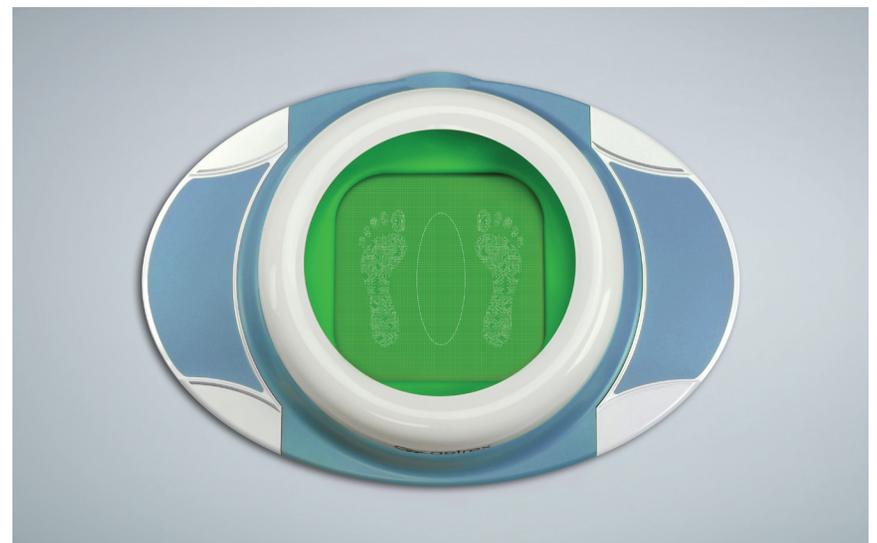
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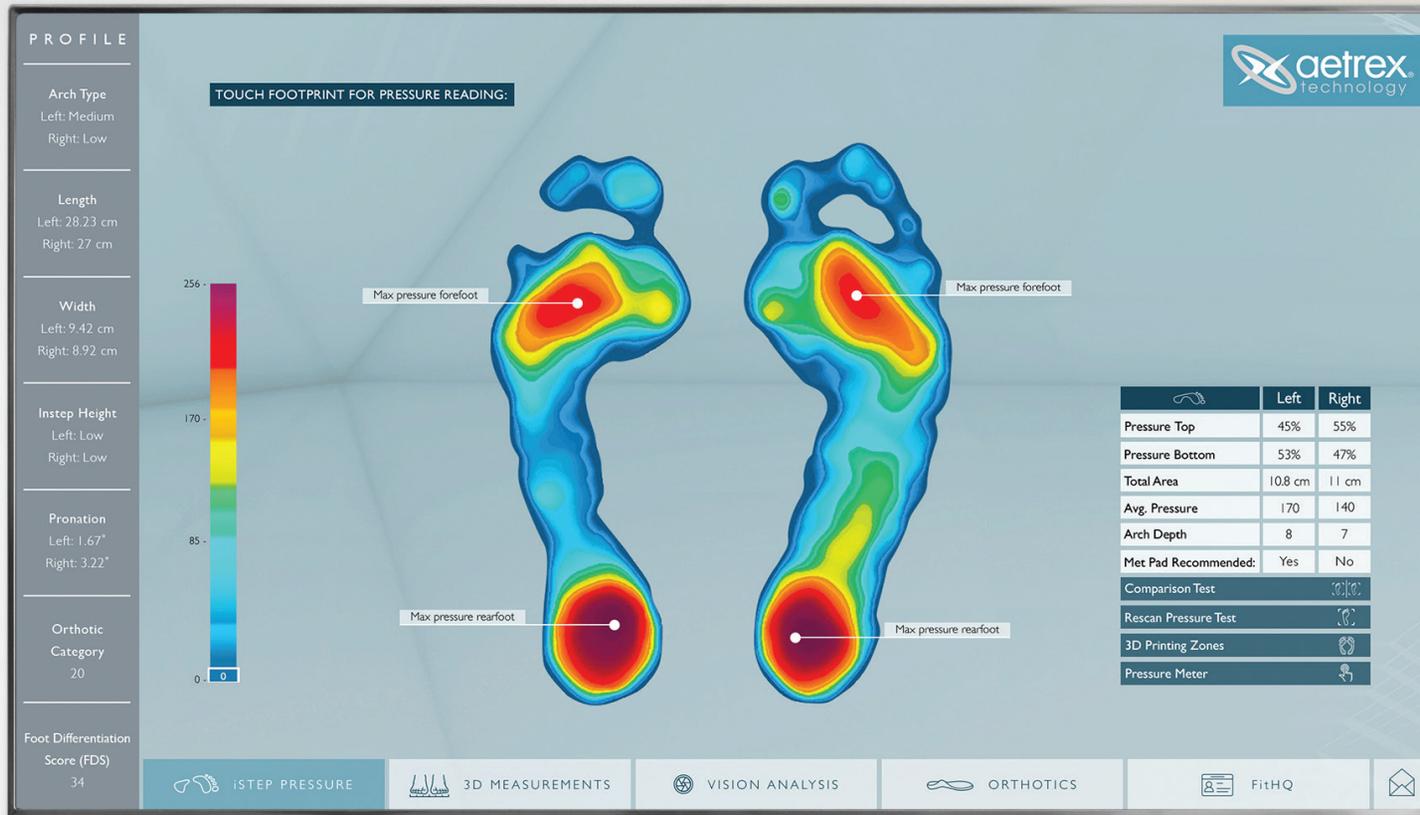




## Albert

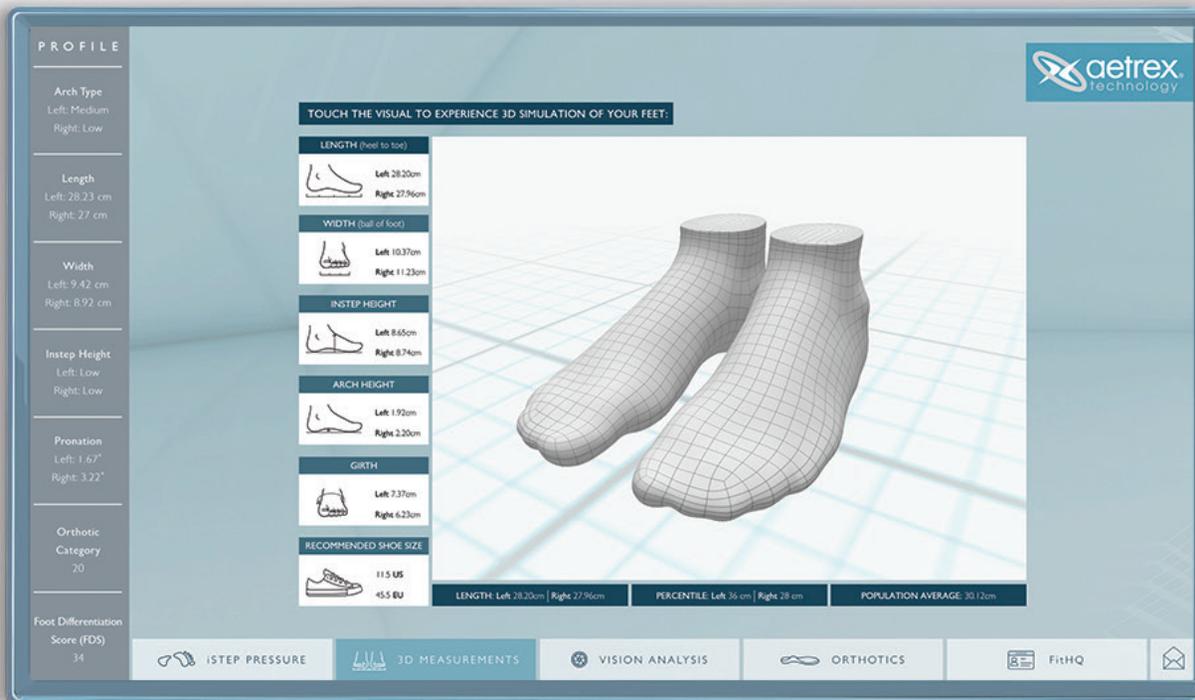
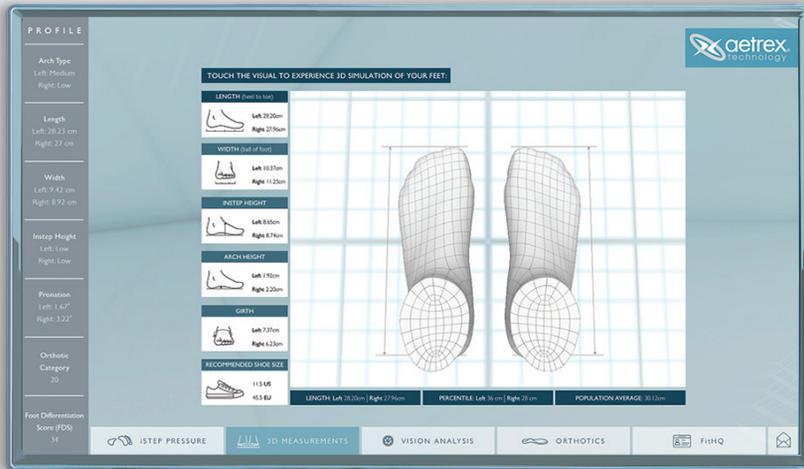
Albert offers a remarkably novel, interactive 3D consumer experience in store. In less than 30 seconds, Albert captures complete data about a customer's feet, enabling retailers to find the best fitting footwear and orthotics. The unique data collected from Albert provides an opportunity for add-on sales and facilitates a more personalized omnichannel relationship with customers.





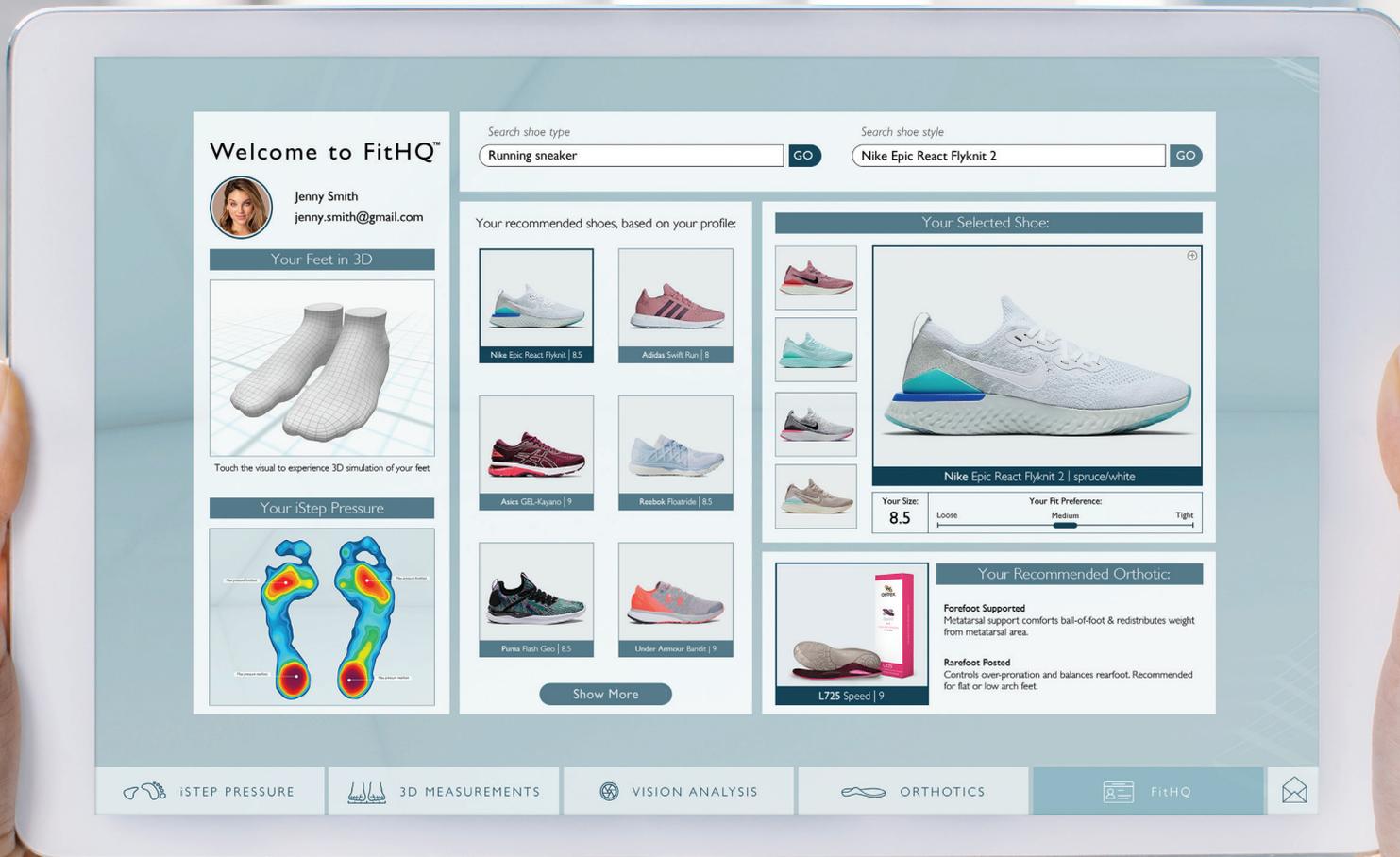
## iStep Pressure

Aetrex pioneered pressure plate technology to consumer markets in 2002 with iStep. Albert features this premium technology designed to capture complete foot data about a customer's unique arch type and pressure points. The Pressure Meter allows users to pinpoint pressure levels in a specific area. The Chalkboard tool helps store associates communicate pressure areas to their customers.



## 3D Measurements

An Albert foot scan captures key measurements such as length, width, girth, in-step, and arch height, all down to 1/10 of a millimeter. This scan data is converted into an engaging, interactive consumer experience with a 3-dimensional model and a pressure map of each foot. Customers really enjoy learning about their unique feet and interacting with Albert.

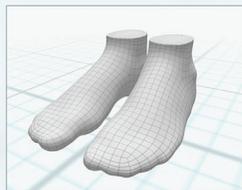


## Welcome to FitHQ™



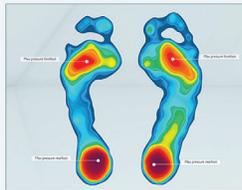
Jenny Smith  
jenny.smith@gmail.com

### Your Feet in 3D



Touch the visual to experience 3D simulation of your feet

### Your iStep Pressure



Search shoe type

Running sneaker



Search shoe style

Nike Epic React Flyknit 2



Your recommended shoes, based on your profile:



Show More

Your Selected Shoe:



Nike Epic React Flyknit 2 | spruce/white

Your Size:  
8.5

Loose

Your Fit Preference:

Medium

Tight

Your Recommended Orthotic:



L725 Speed | 9

**Forefoot Supported**  
Metatarsal support comforts ball-of-foot & redistributes weight from metatarsal area.

**Rarefoot Posted**  
Controls over-pronation and balances rearfoot. Recommended for flat or low arch feet.



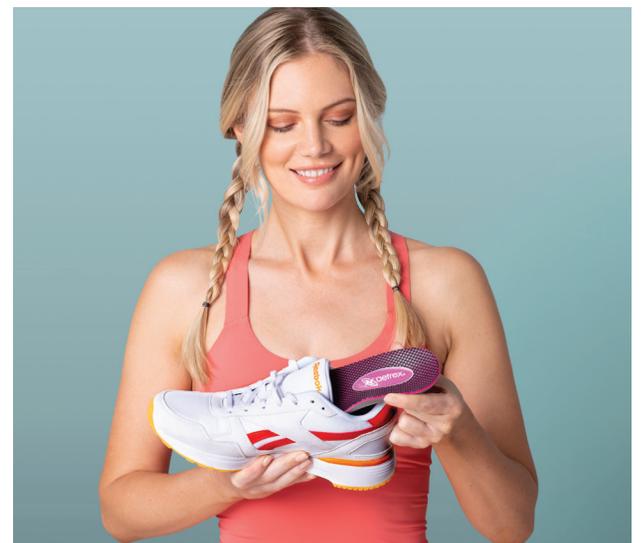
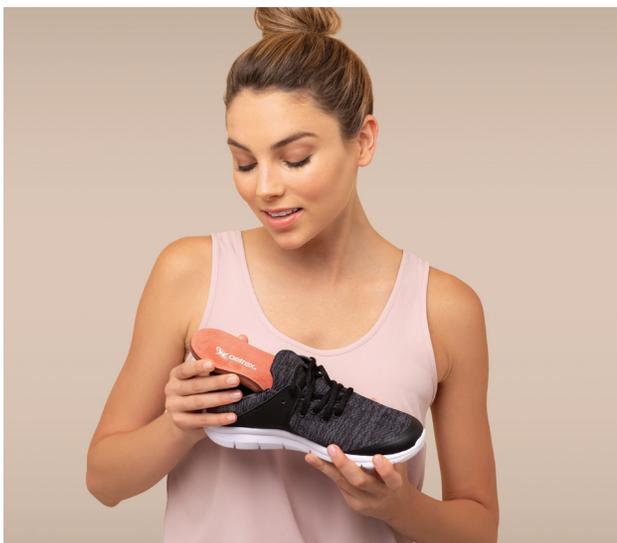
## FitHQ

Albert FitHQ is the section within the Albert software that helps ensure the right fit the first time. The program uses Artificial Intelligence and can be synced with a retailer's POS or ECommerce system to help sales associates recommend the best fitting shoes by brand, style, and size per customer, based on his or her unique foot scan.



## Orthotics

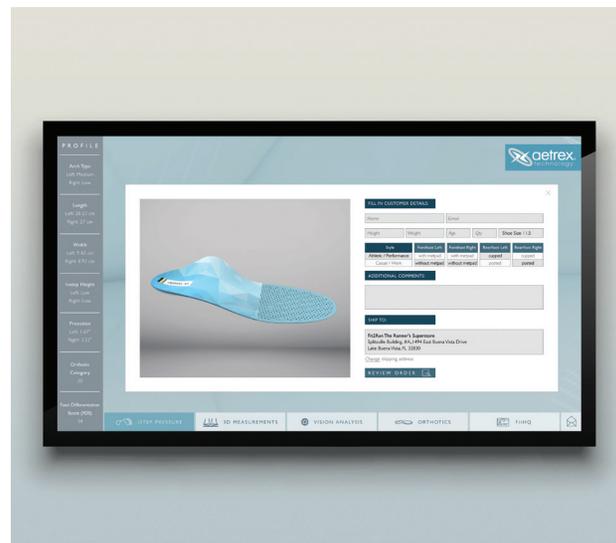
Aetrex Premium Foot Orthotics are recognized as the #1 orthotic system on the market today. They are available in a variety of styles and are custom selected based on the data gathered from an Albert foot scan. Aetrex Orthotics feature options such as metatarsal support for ball-of-the-foot protection and medial posting to realign the rearfoot and control over-pronation.





## 3D Printing

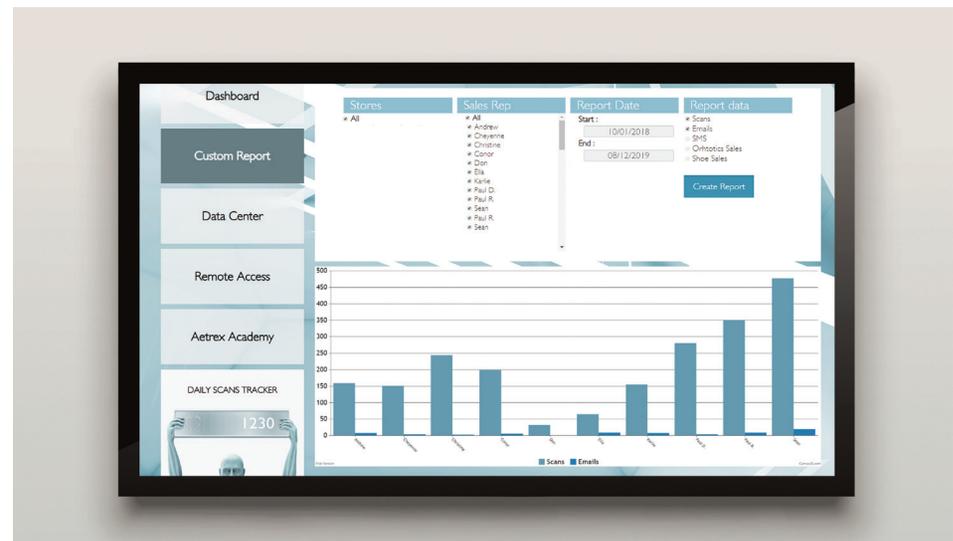
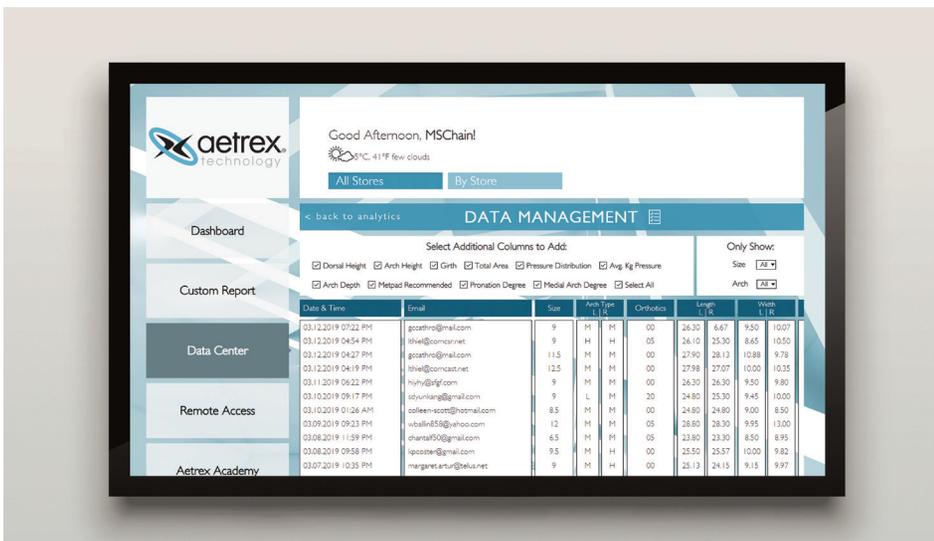
3D Printing allows Aetrex to offer a fully custom made orthotic by translating complete data from a foot scan to create an orthotic that matches precisely to an individual's pressure points and foot profile. The newly designed and patented Aetrex 3D Printed Custom Orthotics are printed with different structures to every cm<sup>2</sup> underfoot to provide a new level of customized pressure reduction that's never been achieved before.





## Albert Control Panel

The Albert Control Panel is a CRM dashboard where retailers can easily access, filter, and export all Albert foot scan data. The control panel helps retailers monitor Albert scanner usage by store and by sales associate. It can then filter all customer foot scan data by store, which can be used to create customized marketing programs targeted to the customer's needs based on foot size, width, arch height, and much more.





## Foot.com

Foot.com has been recognized as the #1 foot health site on the internet and serves as the educational component of the Albert software. The Foot Pain Identifier is the most highly trafficked section of the site, and the Arch Type section can work seamlessly with the AlbertOS to help educate customers about their foot type. The site also features conditions and treatments, videos, and an In-The-News section that keeps content current.

### FOOT PAIN IDENTIFIER

Learn more about your condition and possible remedies for relief. Click below to begin.

[IDENTIFY YOUR FOOT PAIN >](#)

### GET YOUR FEET SCANNED

Find the nearest store and get fitted for custom recommended orthotics, for custom recommended orthotics sit lorem dalam lorem ipsum

[FIND A STORE NEARBY >](#)

### COMMON FOOT CONDITIONS

Claw Toes	Morton's Neuroma	Plantar Fasciitis	Charcot-Marie-Tooth	Bunions
Hammer Toes	Heel fissures	Arch Pain / Arch Strain	Arthritis	Metsenaga
Mallet Toes	Shin Splints	Tinea Fungus	Heel Pain	Heel Spurs
Sesamoiditis	Plantar Fasciitis	Over Pronation	Corns	Sesamoiditis
Diabetic Foot	Plantar Fasciitis	Athlete's Foot	Achilles Tendinitis	Morton's Toe

[View All Foot Conditions >](#)

### IN THE NEWS

**What's in Your Medicine Cabinet? Things You Should Probably Know**  
et. Laudem necessitatibus ei pri. Ea tempor oblique pri... [read more](#)

**Water is Therapy at the Lake Austin Spa Resort**  
Ne per vim laudem everti perfecto et. Laudem necatibus ei pri. Eatriu tempor oblique pri... [read more](#)

**Start Spring on the Right Foot**  
ne per vim laudem everti perfecto maerata et. Laudem necatibus ei pri. Eatriu tempor oblique pri... [read more](#)

**Clean Swap: 7-Layer Salad Dip**  
ne per vim laudem everti perfecto et. Laudem necessitatibus ei pri. Eatriu tempor oblique pri... [read more](#)

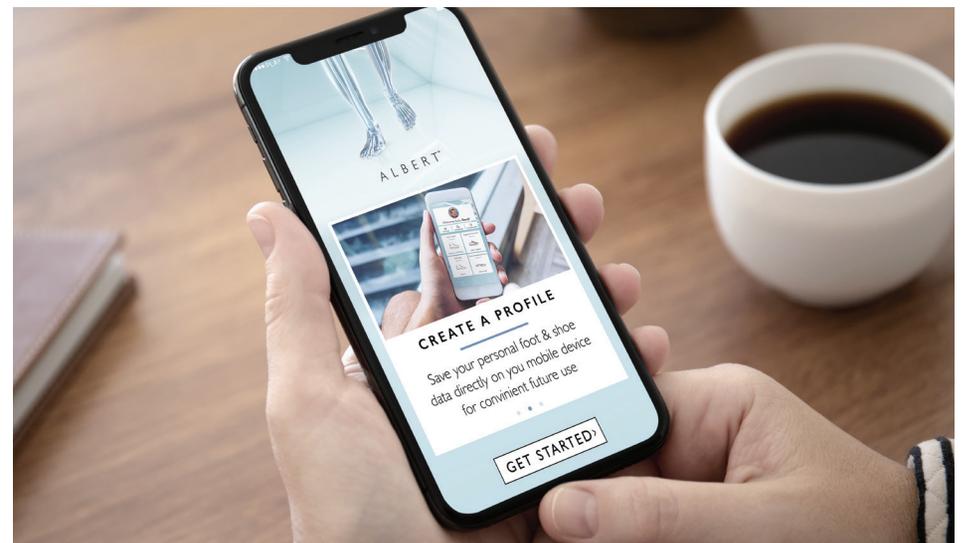
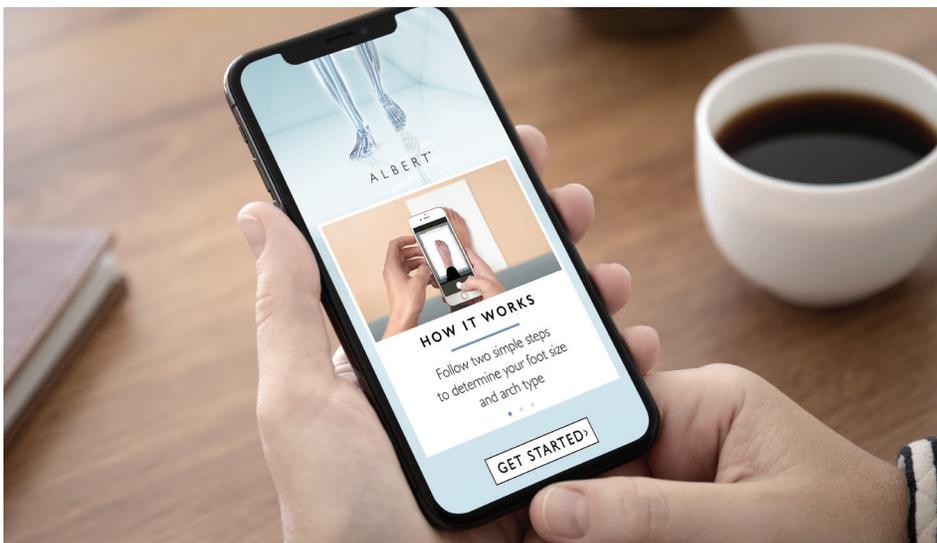
**Could Diet Cure Arthritis?**  
ne per vim laudem everti perfecto et. Laudem necatibus ei et. Laudem necessitatibus pri. Eatriu tempor oblique pri... [read more](#)

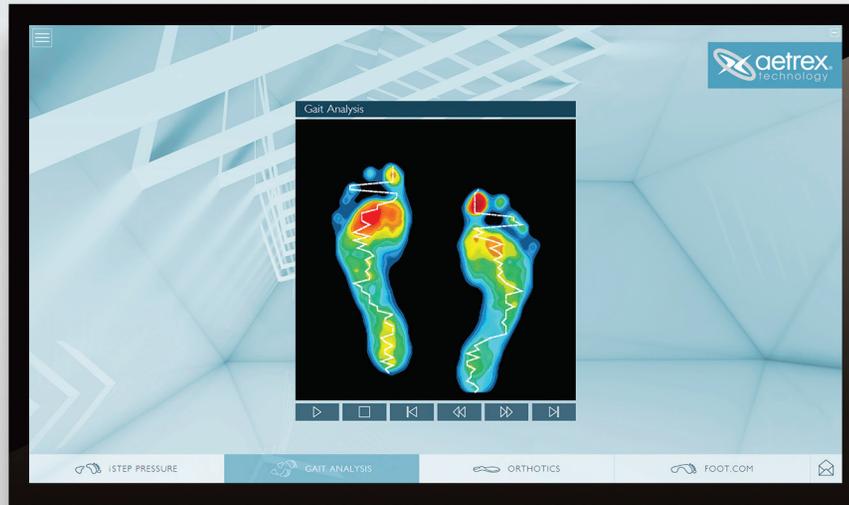
**A Guide to Understanding and Treating Endometriosis**  
ne per vim laudem everti perfecto et. Laudem necatibus ei et. Laudem necessitatibus pri. Eatriu tempor oblique pri... [read more](#)



## Mobile App

The Albert mobile app guides consumers through an image capture process that provides accurate sizing and arch type. Based on this data, the program presents relevant educational and product recommendations. The app utilizes advanced machine learning and computer vision software for a memorable consumer experience.





## Gaitway Scanner

The Gaitway scanner features the AlbertOS software package, 5,184 gold plated barometric sensors, and two attachable wings to provide an ideal platform for pressure gait analysis. Featuring both dynamic and static pressure tests, Gaitway sets the industry standard for gait pressure data at an unparalleled rate of 30 frames per second.





## Albert G2 Kiosk

The Albert G2 Kiosk features an all-in-one touchscreen computer and an impactful point of sale setup for merchandising up to 245 Aetrex Orthotics. Hi-tech, sleek, and streamlined, the display features easy to use hand railings and a base designed specifically for the Albert scanner. Specs: 41"L x 32"W x 71.5"H.

## Testimonials

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“We’ve been using the iStep technology and Aetrex Orthotics for over 5 years, and Albert has been in the store for over one year. And, during that time our store sales have increased by over 75% and Aetrex Orthotics by over 300%. Our orthotics display generates the highest sales per square foot, and when you add a 90% fill rate, Aetrex Orthotics are the highest ROI in the store.”

***Ken, Happy Feet Plus***

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“The biggest benefit of Albert year-to-date has been the Orthotics Technology that has surpassed anything I’ve seen. My first customer that came in with the Albert system made a \$2,500 sale and purchased 9 orthotics in 10 min., and the trust I gained is immeasurable.”

***Todd, Comfort One***

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“Albert’s ability to capture email addresses and help us target our customers through digital marketing campaigns is probably the most beneficial aspect of the program for us. We use the data collected from Albert to segment our customers by foot type and size to promote not only Aetrex products but other products within our store.”

***Parks, Fit2Run***

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“Albert provides a truly unique in-store experience for our customers, and they are always surprised and impressed by the amount of foot data the program provides. The real proof is in our orthotic sales which have increased significantly since we brought Albert into our stores.”

***Chatchawal, Morchat, Thailand***

# Aetrex Tech Team

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**Larry Schwartz**  
CEO



**Marz Oquendo**  
Executive Assistant to the CEO



**Yossi Dror**  
Senior VP, Aetrex Israel



**Kumar Rajan**  
VP Software Development



**Ayelet Aviv**  
VP Creative



**Devraj Agarwal**  
Technical Program Manager



**Trevor Keane**  
Computer Vision Software Engineer



**Yaron Habet**  
Software Engineer



**Alex Choy**  
Software Engineer, Machine Learning



**Skyler Maxwell**  
Computer Vision Engineer



**Jerin Oommen**  
Web Developer



**Mrudula Jampala**  
Mobile Software Engineer



**Sagi Ben Shalom**  
Hardware Engineer



**Assaf Kahana**  
System Engineer



**Ori Braun**  
Software Engineer



**Gil Rubin**  
Software Engineer



**Ariel Uzan**  
Intl. Technical Support, Aetrex Israel



**Rahul Shah**  
Quality Assurance Analyst



**Anthony DiDario**  
iStep Manager



**Anthony Retana**  
Technical Support Representative



**Eric Holl**  
Technical Support Representative



**Jose Rodriguez**  
Technical Support Representative



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414 Alfred Avenue, Teaneck, New Jersey 07666

Tel: 201-833-2700, 800-526-2739 | Fax: 800-526-0073 | Email: [aorder@aetrex.com](mailto:aorder@aetrex.com)

[www.aetrex.com](http://www.aetrex.com)