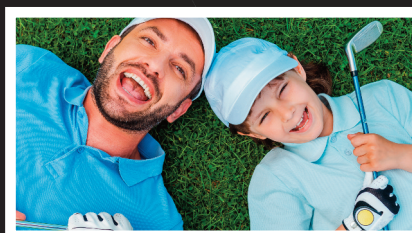
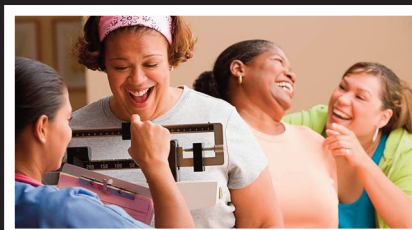




## IT'S A NEW DAWN



PERSONAL, PERFORMANCE, LIFESTYLE AND SPORTS

W E I G H T , B A L A N C E A N D P O W E R M O N I T O R I N G



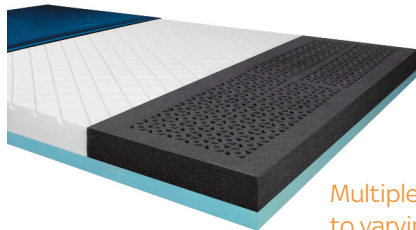
PERSONAL CYCLING DOMESTIC RUNNING LIFESTYLE FOOTBALL GYM YOGA POSTURE ATHLETES GOLF TRAVEL SKIING ROWING BOXING FENCING

# WEIGHT, BALANCE AND POWER MONITORING

WEAR IT, USE IT, ROLL IT, TAKE IT.



Principia Power Insoles - measure the actual power output of any athlete in any shoe.



Multiple density suited to varying applications.



Fully flexible waterproof, robust and lightweight - the scales designed to roll up and take with you.

Principia - the only dynamic range of digital multi-use weight and stress monitoring systems designed to take with you no matter where your destination.

Fully flexible, waterproof, shock proof and durable Principia has you covered no matter what activity or need you have. From cycling to football from pilates and yoga right to the weight concious while travelling you can rely on us.

Simplicity itself has allowed us to do many things - scales that roll up to take with you on your travels and power-monitor digital insoles to suit your sport giving you all the data you need. Golf insoles that help monitor your weight shifts and yoga matts to track your balance and weight distribution and more. Simple and intuitive to use they all work with our Principia Power App logging data as you go creating your weight, balance, power output and calorific history enabling you to create goals, targets and set limits and notifications.

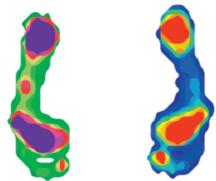


W E I G H T , B A L A N C E A N D P O W E R M O N I T O R I N G



PERSONAL CYCLING DOMESTIC RUNNING LIFESTYLE FOOTBALL GYM YOGA POSTURE ATHLETES GOLF TRAVEL SKIING ROWING BOXING FENCING

## EXTREMES IN BALANCE, FORCE AND WEIGHT DISTRIBUTION...



Principia Golf Insoles - measure shift in weight distribution allowing you to fine tune your swing.



A simple concept with multiple types of sports and lifestyle users in mind. Taking existing technology and manufacturing processes then realigning to create new formats that open up new markets in a new and revolutionary way. Principia offers ease of use, flexibility and durability in formats that can also be interchangeable. It offers hardware, software and SAAS possibilities.

Principia covers multiple IP registrations in multiple spheres and focuses the users thirst and need for constant improvement and monitoring of weight, stress, force and balance management no matter what their interest. Totally interchangeable - nobody does it quite the same... **WHAT DO YOU NEED?**



W E I G H T , B A L A N C E A N D P O W E R M O N I T O R I N G



**TRAINING? WATCHING YOUR WEIGHT?**

ROLL IT UP AND TAKE IT WITH YOU

**LIKE TO KNOW YOUR POWER OUTPUT?**

GET THEM IN YOUR SHOES

**LIKE TO IMPROVE YOUR POSTURE?**

GET IT ON YOUR SEAT

**G'S IN THE TURNS? HOW'S YOUR GOLF SWING?**

NOW YOU CAN AFFORD TO FIND OUT MORE

**CORE STRENGTH AND BALANCE**

GET THE MAT

W E I G H T , B A L A N C E A N D P O W E R M O N I T O R I N G