



MEDICA 2017 : HELITE PRESENTS HIP'AIR, ITS NEW AIRBAG FOR SENIORS

From the 13th to the 16th of November we will participate for the second time to Medica fair in Dusseldorf. In 2016, we introduced our project called «Hip'Air» : **the first wearable airbag that protects seniors from hip fractures when they fall down.** This year, we are coming back to present for the first time the final version of Hip'Air. Let's meet at **Hall 4 booth 4H22C** to discover the device, watch some demonstrations and exchange ideas with us !

Hip'Air project at a glance :

Hip'Air is a new product, **an innovation which protects effectively older adults from hip fractures in case of falling down.** A good solution for people in loss of autonomy and a good alternative to traditional hip protectors.



DAILY USE



AFTER FALLING DOWN

The device uses an integrated complex electronic system which analyzes people's motion in context. As soon as a fall is detected, both airbags deploy automatically above the hips before ground impact and hence ensure an optimal protection.

“ *Hip'air is the accomplishment of 10 years of research and development, hundreds of tests and hours of recording time! We are therefore delighted to be able to present the final version today at the Medica fair .* ”

Alexandre Quarrey - Reserch and development manager

Hip fractures : a worldwide problem with tremendous consequences

- > **5 million** of hip fractures are expected yearly in the world in 2050.
- > **300.000** hip fractures happen in the United States each year.
- > **23% of people** above the age of 55 will die within the year after a hip fracture.
- > **50% of the victims** lose their autonomy.
- > **9 billion dollars** wasted in medical fees.

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About Helite :



Helite was founded in 2002 by Gérard Thevenot, a French engineer passionate by the light aircraft industry. He created his first individual airbag protection to protect pilots. Since that time, Helite has specialized in the production of individual airbag systems of all kinds of risks activities such as motorcycling and horse riding. With more than 100 000 vests in use worldwide today, Helite is considered as an expert and a leader in the field. Hip'Air is Helite's first product for health care and offers the chance to discover a totally new target group. www.helite.com