

## MEDICA 2018: (RE)DISCOVER HIP'SAFE

THE AIRBAG BELT THAT PROTECTS SENIORS FROM BREAKING THEIR HIPS.



www.medica.de

**WORLD FORUM  
FOR MEDICINE**

DÜSSELDORF, GERMANY  
12 - 15 NOVEMBER 2018

Member of  **MEDICAlliance**

From the 12th to the 15th of November, Helite team will be attending Medica trade fair in Dusseldorf to present the last version of Hip'Safe : the first wearable airbag that protects the elderly in case of fall.

**Let's meet at Hall 4 stand H22C to discover our technology, test the belt, see demos and exchange ideas with us !**

### HIP'SAFE TECHNOLOGY: How it works?

The device uses a complex algorithm which analyzes 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. The smart device is reusable after each fall.



*«The airbag protection reduces by 90% the impact force during a fall and thus the number of hip fractures.»*

#### HIP FRACTURES KEY FIGURES

- > **300.000** hip fractures in US 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.
- > **billions of dollars** wasted in medical fees.

#### HOW TO BUY HIP'SAFE?

The device is available on our website: [www.helite.com](http://www.helite.com).  
Distribution network will open soon.  
Shipping: Europe only.  
Worldwide launch: beginning of 2019.  
Price: 649€ Gaz generator: 50€

#### PRESS CONTACT

**Alexandre Quarrey** : R&D Director - +33(0)6.08.80.70.54- [a.quarrey@helite.com](mailto:a.quarrey@helite.com)

**Marion Perrissin Fabert** : Communication manager- +33(0)616715751 - [m.perrissin@helite.com](mailto:m.perrissin@helite.com)

Press Kit  
<<Download here>>

#### ABOUT HELITE



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

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'Safe is Helite's first product for health care and offers the chance to discover a totally new target group.