



Press release, February 2, 2021

ISPO AWARDS 2021 – PRODUCT OF THE YEAR AND THREE GOLDS

DIRECT VOICE RECOGNIZED AS PRODUCT OF THE YEAR

The mountain sports expert Ortovox has cleaned up at this year's ISPO Awards, with products from the new 2021/22 winter collection winning four awards. The Free Rider backpack, the new Freeride Deep Shell Bib Pant and the 3 Finger Glove Pro received the highest accolade in their respective categories: the sought-after Gold Award. The Diract Voice, the world's first ever avalanche transceiver with voice navigation, was crowned Product of the Year for its innovation.

"Ortovox stands for protection and pioneering work. Our products are designed to make mountain sports safer," explains Christian Schneidermeier, CEO of Ortovox. "We launched the first double-frequency device 40 years ago and revolutionized avalanche search and rescue. With the new Diract Voice we are once again leading the way, introducing an innovation that, thanks to its simplicity and intuitive operation, is even better at helping to find avalanche victims as quickly as possible in an emergency. Our mountainwear also scores highly thanks to the systematic steps we have taken toward sustainability: A completely climate-neutral Freeride collection is a real Ortovox milestone given the systemic complexity of our production chain. Because we want to be a climate-neutral company by 2024."

ISPO, the sports network for business professionals and consumer experts, presents the ISPO Award to exceptional products from the sporting goods industry each year. An international, 25-person expert jury judge the submissions in four different categories: Snowsports, Outdoor, Running & Fitness, and Urban Life. At ISPO 2021, a total of 76 products out of 250 submissions were honored as "Winner", "Gold Winner" or "Product of the Year". The best innovations in each category are crowned "Product of the Year".



DIRACT VOICE

With its Diract Voice avalanche transceiver, Ortovox is ringing in a new era for emergency avalanche equipment. The world's first ever avalanche transceiver with voice navigation directs search parties to the avalanche victim with reliable speed using clear, plain voice commands. The design is particularly streamlined and logical with just a single operating button, an extra-large display, and a handy toggle switch to move between transmit and search mode, meaning the device is simple to operate even when wearing gloves. Other features of the 3-antenna device include integrated Smart Antenna Technology, a flagging function for multiple buried victims, and secondary avalanche protection. The DIRACT VOICE also runs on a rechargeable low-temperature battery, while updates and configuration can be carried out using the Ortovox app.



This is what the jury had to say:

"The new Ortovox Diract Voice is a game changer for the avalanche transceiver market, as it is the first device with voice support. This makes searching for avalanche victims easier and ideally faster for searchers. The voice function seemed to the jury to be a long overdue feature that Ortovox has finally implemented in a sleek, compact and reasonably priced new device."

FREE RIDER 28 AND 26S

The Free Rider backpack, with both front and back access, is compact and fits snugly against the back in all kinds of terrain, never shifting out of place. This is primarily down to the elasticated Clasp Flex Belt. Soft back pads hug the back perfectly without restricting the movements of the spine. On the inside, the back of the backpack can be fitted with a separate spine protector which is certified to motorcycle standards. While on the go, the backpack can be quickly compressed using the side straps. When it comes to rappelling into steep gullies or short walking passages, the Free Rider has all the necessary attachment options for skis, an ice axe or rope, not to mention the tried-and-tested helmet net, emergency card and hydration system compatibility. The new Free Rider models are PFC-free, climate neutral and made of recycled polyamide.

This is what the jury had to say:

"The Free Rider is THE backpack which does not disturb you shredding the powder."





ORTOVOXX



DEEP SHELL BIB PANTS

Lightweight and supple: The 3L Deep Shell Bib Pants offer protection, comfort, and style for a perfect day in the powder. Over areas of the body that are particularly sensitive to the cold, the wind and waterproof Dermizax EV membrane from Toray is lined with fine merino wool verified in accordance with the Ortovoxx Wool Promise. Particularly long 2-way zippers provide variable ventilation and make them easy to slip them on and off for men and women alike. In keeping with our sustainability goals, the 3L Deep Shell line is also completely PFC-free.

This is what the jury had to say:

"Pattern cutting of the highest quality make this garment fit and thus perform better than everything else. Assured protection, supplemented with comfort areas of Merino wool lining. Superb range of movement combined with extra tough patches make this garment ideal for backcountry & freeriders."



3 FINGER GLOVE PRO

Robust and long-lasting: The 3 Finger Glove Pro comes with two sets of interchangeable merino wool inner gloves in different thicknesses and can be quickly and easily adjusted for any temperature. The two-layer upper material is wind and waterproof and also lined with a Sympatex functional membrane. The unique padding is made of recycled merino wool produced from scrap cuttings. High-quality goatskin on the palms, with Pittards Oiltac inserts between the thumb and index finger, provides a good grip even when wet. Inside, pleasantly soft Fleece Light Grid material with fine merino wool also ensures temperature and moisture regulation.

This is what the jury had to say:

"Great Product by Ortovoxx where we can see a huge multifunctional item with different kind of materials. To have one glove for different temperatures with recycled fabrics, with merino and a perfect design is a Gold Winner for sure."



The new products will be available in stores from September 2021 onward.



ORTOVOX

ORTOVOX – VOICE OF THE MOUNTAINS

ORTOVOX has stood for maximum protection on the mountains since 1980.

Emergency equipment, backpacks, functional wool clothing and targeted training by a network of experts contribute to making mountain sport safer, saving lives every day. ORTOVOX sees itself as a brand for mountaineers and offers products for year-round ski touring, freeriding, alpine climbing and high alpine tours. As the founder of functional wool clothing for mountain sports, ORTOVOX is now setting new standards for the protection of animals, nature and people by means of its own ORTOVOX WOOL PROMISE (OWP). Based in Munich, Germany, ORTOVOX Sportartikel GmbH has over 120 employees worldwide and is part of Schwanhäußer Industrie Holding GmbH & Co. KG.

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