



**beurer**  
health and well-being

## A world innovation: the EM 95 *Bluetooth®* muscle stimulation device – EMS *homeSTUDIO* for exercising like a pro at home

**Ulm, 11 November 2018** – Lots of us dream of having a toned body, more endurance and power, and regular exercise despite the stress of everyday life. This dream is within easy reach in the comfort of your home with the Beurer EM 95 *Bluetooth®* muscle stimulation device – EMS *homeSTUDIO*. EMS training has so far been extremely difficult to find outside of gyms and is quite costly. However, the new high-end device in combination with the "beurer EMS HomeStudio" app means you can now benefit from this professional fitness programme at any time, from anywhere – whether at home or at the park.

### Pocket-sized high-end EMS trainer



Achieve success more quickly and effectively: the professional EMS training with the new EM 95 *Bluetooth®* muscle stimulation device – EMS *homeSTUDIO* helps users to find a

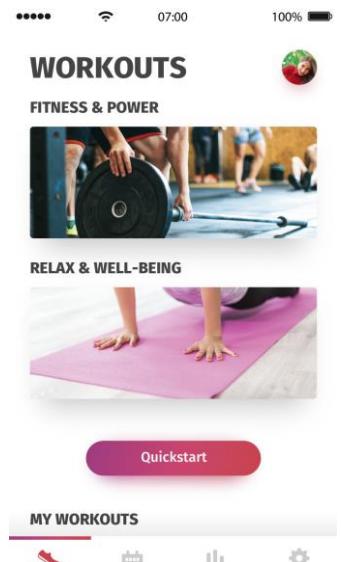


new level of physical well-being. In the free "beurer EMS HomeStudio" app, users can first choose between the areas of "Fitness & Power" and "Relax & Wellbeing". There are 20 predefined workouts in total available in the app, and three levels of difficulty to suit your personal fitness level. Personalised workouts can also be created as desired from 50 exercises, making it easier to reach your individual training goals. The device comes with four cuffs to stimulate the muscles in the thigh and upper arms, as well as eight self-adhesive gel electrodes, which are controlled via four separate channels. The practical trouser/belt clip means the EM 95 *Bluetooth®* muscle stimulation device – EMS *homeSTUDIO* can easily be attached to clothing. This makes the exercises even more comfortable and safe.



## A fitness studio for when at home or on the move

At the start of the training unit, the user selects a virtual coach (male/female) and their desired workout. Both the 3.5" TFT colour display on the EMS device and the app will then show the correct positions for the cuffs and/or electrodes required for the training. The exercises are demonstrated in videos by the selected virtual coach, who is available around the clock – unlike a trainer at the gym. After completing the exercise unit, the app shows the user a detailed overview of their training progress. Graphics clearly illustrate the user's own performance and indicate where there is potential for improvement. Trainer feedback is provided for distinctive points. The training frequency is also tracked using a calendar function. The app comes with a multi-user function, meaning it can be used by several users on the same smartphone or tablet – perfect for families, flatmates and teams.



All of the highlights will be on show at the Beurer MEDICA stand from **12 to 15 November 2018 in Hall 10, Stand D20.**

### About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth®* enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. Further information is available at [www.beurer.com](http://www.beurer.com).