



FOR IMMEDIATE RELEASE

OrthoFit Ergonomic Solutions Announces Rebrand to Iterate Labs, Seeking to Become a Leader in Biomotion Data Aggregation

Ithaca, New York (September 26th, 2018) – OrthoFit Ergonomic Solutions is proud to announce it has rebranded to Iterate Labs as it seeks to empower every individual to contribute to the body of knowledge of human motion. By deploying tools to aggregate biomotion data and build insights from repetitive motion data, Iterate Labs creates a disruptive technology to accelerate insight between a body’s movement and healthy performance, in life, work, and play. Our logo, a capital delta, represents the incremental change that we can detect and deliver with our solutions.

“Over the past two years, we have learned the broad applicability of our technology beyond workplace health and safety.” explained co-founder and CEO Dr. Jason Guss. “Our disruptive technology can enable a paradigm shift in workplace health and safety, as well as in empowering the use of our data and insights for product design, productivity, and usage based insurance”

Over the next six to twelve months Iterate Labs will deploy our Smart Glove wearable to provide insights into likely indicators of strain and repetitive motion injuries in industry. Backed by our proprietary software platform, Iterate Labs provides a central knowledge-base offering analysis and data-driven solutions to reduce injury risks among manufacturing workers.

“We are extremely excited to begin our first pilot and demonstrate the power of the data we are collecting,” said Guss.

Rebranding allows Iterate Labs to better communicate the breadth of the applications of the disruptive technologies and insights across a variety of verticals and body parts.

The new name is effective immediately.

About Iterate Labs

Iterate Labs is a biomotion insights company that creates a feedback loop between the body and ideal performance. We marry technology and biomechanics to collect data that turns into insight for optimized training, injury prevention, and commercial & scientific discovery.

More information can be found at IterateLabs.co .

Creating a Safer, More Efficient Workplace with Data Science