



# Motion *Elements*

*„Function meets design“*

proudly presents:

E-MOTIONAL DESIGN  
FOR MANUAL AND POWERED MOBILITY



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## Market Insights

- The mobility aids offered today concentrate on functionality, with little focus on design and production optimization.
- Contemporary industrial design focuses on bringing functionality, design, modularity and ease of production together.
- *“The 2010 census reported 3.3 million Americans over 15 use wheelchairs. The market for power wheelchairs was estimated at \$1.1 billion in 2011 and projected to quadruple by 2018 as baby boomers reach retirement age leading to a growth of the over 65 population.”*
- In industrialized countries both the overall growth in average life expectancy and the increase of obesity and related Diabetes are central to an increased need for mobility assistance.



# Product Proposition

- **Redesign** mobility aids around e-Motion, individual functionality needs, individual expression of personality, new technologies and optimized production to result in a better product at **no extra cost**.

## An example: Wheelchairs

The classical manual wheelchair



„Wheel's on Fire“



Today's power wheelchairs



e-Chairs 2.0 (eMotion Design)





## Product Groups & Services

- The modular wheelchair kit: a system offering a choice of components to be individually assembled according to the needs and wishes of each user; each wheelchairs becomes a unique unit.
- „Wheel's on Fire“ and e-Chairs 2.0
- Premium unique tailor-made units
- Wheelchair power add-ons
- Walking frames, sticks and crutches
- Transfer aids: Lifts and slings
- Accessories functional and e-Motional
- Support and after-sales service
- Collaboration with [wheelchairfoundation.org](http://wheelchairfoundation.org)  
[wheelchairtours.com](http://wheelchairtours.com) and others selected





## Target Groups

- Our clients are all members of society with restricted mobility
- Opinion leaders are universities, centers for disability and integration, paraplegic centers, foundations for the handicapped, Governmental bodies and Authorities as well as NGOs
- Points of sale: selected distributors and specialist vendors, agencies and fully owned representations and online
- All medical and social institutions: hospitals, homes for the elderly, rehab stations, home care mediators

## Who's behind it

- A team of passionate entrepreneurs based in Switzerland
- A global group of innovative and passionate designers wishing to allow the physically challenged to express their individuality and take up an unhindered place in society.

THANK YOU

