

Video analysis for the perfect shoe

Differentiating yourself from your competitors is a tried and tested way of keeping your head firmly above water.

Recently we have seen multinationals (and websites) deepen the water by adding performance running shoes to their offering at vastly reduced prices. Now customers, unaware of the experience and product knowledge required to sell performance footwear, are making purchases based of price and brand alone.

How loyal will your customers be when they see the same shoes for less?

During the last decade running shoe companies have invested millions of research dollars to create innovative products; however when these products are sold without properly trained or experienced staff these innovations can be devalued.

Providing a video analysis service is an excellent way of differentiating yourself from the big boys. Not only does it

Video analysis is a powerful tool but it doesn't make up for a lack of biomechanical expertise – therefore it is vitally important to 'keep it simple' and just 'video proof' your selection.

Runners can be fanatical and often run more miles than they are either fit or ready for, some may even look a for a scapegoat when injured and faced with huge physio bills. Keep it simple and video proof.

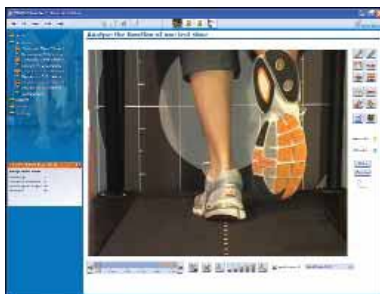
There are huge benefits of working with podiatrists, physio's etc as they can help train and educate staff as well as provide support etc. The instant report feature within software like TEMPLO Lite can help staff to refer back to podiatrists and physio's and offer the runner the best service possible from qualified professionals.

Research highlights that the complexity of generic sports software programs can hinder the sales process, especially during busier periods. It's just takes too long. Based on these findings Contemplas have created TEMPLO Lite, a video program specifically designed for retail environments, with features that simplify and speed up the motion analysis procedure.

Stefan Klippel (MD Contemplas) 'We have introduced click 'n' look programming to speed things up - you click it once and it automatically records and presents the clip ready to analyse, there is no reason you cannot video proof every running shoe.



If you need to see two or three shoes (or even 4, 5 or 6) together TEMPLO Lite will 'auto-synchronise' these in one analysis screen. All drawing tools are available, as is an instant report button that will create store branded reports instantly, adding take-away value for the customer.



provide an insight into proper footwear selection, but gives the customers the opportunity to see what effect a shoe can have on them. It's a fabulous point of discussion for your customers' friends "Smiths Sports videoed me on a treadmill before they let me buy these" - we know how important 'word of mouth' is.

Many specialist running shop already provide video analysis in their stores and have benefited from the increased credibility it provides.

The retailer's key role is to 'Video Proof' shoe selection, observing the stability, support and cushioning that the shoe offers. Stay clear of terminology such as 'Gait Analysis' unless you have highly trained staff of a medical qualification. It is crucial that sales staff do not make uneducated assumptions on the basis of 2D video analysis programs.



Running specialists 'Profect' replaced all their old video software with TEMPLO Lite. Danny Orr the manager, "It's night and day compared to our old software; the automatic synchronization is an absolute godsend. I would suggest we have reduced our capture and analysis time by over 50%!"

To offer Video Analysis you will only need a camcorder, tripod, computer treadmill and TEMPLO Lite – that's all it takes.

For more details see www.mar-systems.co.uk.

