

INTELLIGENCE TECHNOLOGY

FEATURE NAME	PRIMARY BENEFIT	SEGMENT
Intelligence Technology	perfect performance in any condition	all mountain

1.0

Intelligence™ Technology - electronic ski management system.

HEAD's theory of relativity: Ski performance is not an absolute measure. What you want out of a ski always depends on how and where you ride.

On hard-packed slopes you want perfect edge grip. On soft snow, you want more maneuverability. Breaking the slope record you want your ski to perform differently than when you're just cruising with your friends or family.

Adaptive HEAD Intelligence Technology helps your ski perform perfectly - both relative to terrain and your individual riding mode.

2.0

How it works.

Intellifibers positioned at 45° in front of the binding transform mechanical impulses into electrical energy. The harder you ride, the more energy is produced.

The electrical energy is led back to the Intellifibers. This causes them to stiffen up, putting more rebound and torsional stiffness into the ski.

3.0

What it does.

Their 45° position in front of the binding increases the ski's torsional stiffness, pushing the edge into the snow in hard turns.

Intelligence progressively stabilizes the entire ski at high speeds.

4.0

Intelligence Chip Technology - the extra boost.

Some HEAD high-end skis boast Intelligence Chip Technology. Here, the electrical energy produced by the Intellifibers is not just recycled, but accumulated and released bit by bit through a pre-programmed chip - individually timed to match the oscillation properties of the ski.

Thus, the effect of Intelligence is multiplied, providing even more performance relative to your skiing style.

Fig. 2.1

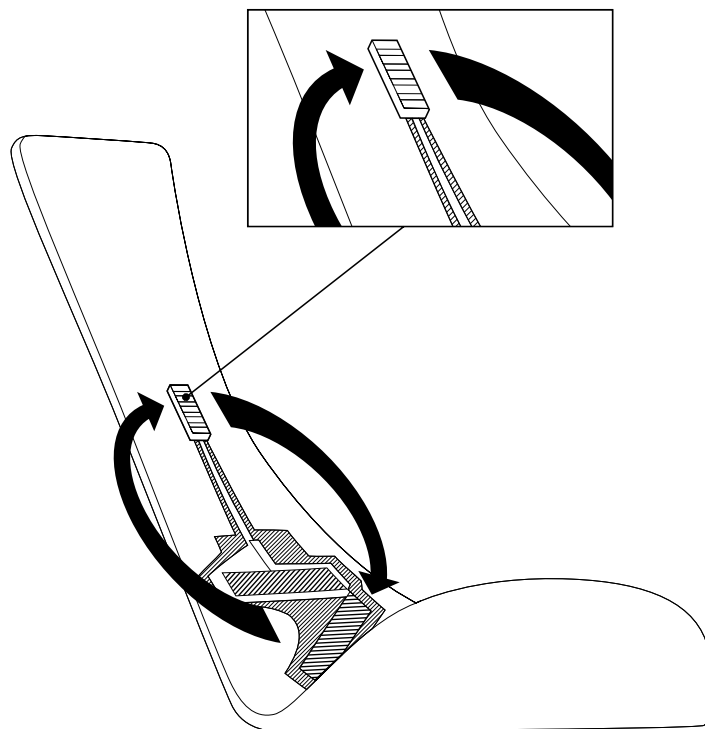


Fig. 3.1

