



PRESS RELEASE

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Luggage technology and travel style can mix

Why does the travel lifestyle industry have to embrace technology? This is one sector where little innovation has happened for decades. One could argue that a toothbrush does as good a job as an electric toothbrush, but the fact is that an electric toothbrush is much easier and does the job for you, arguably better and certainly with a lot less effort. The same applies to all those other fantastic power assisted goodies in the kitchen, garden and home. Most of us average about forty of these helpful gadgets in our household - where would we all be without them?

Even the steering wheel of our car is power assisted. Therefore why not embrace technology in the travel industry to help move our personal belongings more freely and give us greater freedom and flexibility? On most journeys, the problem is not at airports where flat marble surfaces are available to all. It is getting there and onward to our final destinations where we encounter most challenges like inclines, curbs, gravel, steps and other obstacles.

The answer is now here - the world's first power assisted suitcase. With nano motor technology built into the wheels and force sensors in the handle, here's a luggage system design which allows you the freedom to travel over land, sea or air.

Live Luggage engineers completely redesigned the handle system to make technology work for everyone. We call it the "anti-gravity" system because it works like a wheel barrow and places most of the payload onto the wheels directly, only needing small motors and small rechargeable batteries to move smoothly along. We then added a clever control system with sensors at the base of the handle which monitors the amount of force exerted on the anti-gravity handle when you pull the case. The control system monitors the sensors and provides an output to the in-wheel motors that increase or decrease the torque provided by the wheels. This torque compensates by giving an equal and opposite force to that applied to the handle. In essence, when the system is active, you will feel like you're pulling a 3kg case irrespective of the actual weight of the load. The technology is so sophisticated it will only power up the wheels when you're struggling.

The case has a regeneration storage capacitor that recharges the batteries when going down hill or along smooth surfaces. So it's about as efficient as you can make it. We even designed a secure compact umbrella safe in the handle system so not to get caught out by any unexpected showers of rain!

The Live Luggage power-assisted suitcase is helping to open up the world to young people and seniors as it allows a greater degree of flexibility, freedom and mobility,

hopefully reducing the level of back pain, heart and mental stress associated with travelling. Our power-assisted suitcase gives you the ability to haul a 36kg case whilst it feels like 3kg even going up an incline and small steps or curbs....guaranteeing peace of mind...because the world is not flat.

Live Luggage is designed and manufactured in the UK. For more information please visit our website www.liveluggage.com

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Please go to www.liveluggage.com to Media Centre and download the hi-res images.

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