



LUUV Joins IFA 2016 In Berlin Alongside Hardware Club

LUUV Showcases Product Expansion At IFA 2016 As Exclusive Member Of Hardware

PRESS RELEASE

For immediate release

September 2016, Berlin: LUUV Forward GmbH will be exhibiting with Hardware Club at IFA Berlin 2016, one of the largest and most influential consumer electronics exhibitions, held at the Messe Berlin. LUUV will be exhibiting within the IFA TecWatch in hall 11.1, an area dedicated to established and upcoming startups. This is a crucial time for LUUV who are in the production phase of their award-winning stabilizers. During this time LUUV is also preparing for backer shipping, a recent product expansion, including the Action Gimbal and ultraLUUV Action, plus an upcoming market launch.

"Young entrepreneurs have a firm place in the IFA TecWatch hall. For the third time this year, the German Startups Association is working closely with the IFA organisers to put together five exciting days" IFA confirmed in a press release.

"We are really excited to be part of IFA 2016 TecWatch and to be exhibiting with Hardware Club", commented Felix Kochbeck, Co-Founder and CEO of LUUV Forward GmbH, *"Entering the production phase and preparing for market launch is an important time for LUUV, and having the support of Hardware Club and being at IFA 2016 is essential to this phase".*

As a member of Hardware Club, LUUV will benefit from exhibiting with 13 other members of the exclusive club for hardware startups. Membership to Hardware Club allows access to strategic partnerships with top-tier manufacturers, distributors and service providers, private events worldwide and an online platform to connect with a community of more than 150 hardware founders.

Visit LUUV at IFA 2016, in the HWC Area (Hall 11.1/13) to learn about their range of stabilizer, including solidLUUV, the Action Gimbal and ultraLUUV Action. To learn more visit: www.luuv-stabilizer.com

About LUUV Forward GmbH

LUUV is a Berlin-based hardware startup responsible for creating award-winning stabilizers, for different market sectors. Beginning with the creation of solidLUUV, a professional steadycam, simplified. solidLUUV works with all action cameras, smartphones, compact & 360° cameras, under 500g. The next product development was for ultraLUUV, the world's first 2x3-axis stabilizer, combining mechanical and electronic stabilization. ultraLUUV is next-level stabilization. The most recent product launch is the much anticipated Action Gimbal. The most user-friendly, wearable gimbal on the market, LUUV's Action Gimbal allows you to capture fully immersive, stabilized footage with your GoPro.

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High resolution images and videos sent upon request