



THE STORY BEHIND LUUV

FROM THE IDEA TO THE FINAL PRODUCT

The idea to develop a camera stabilizer from scratch came from our personal desire to capture videos during a snowboarding holiday in Austria, in 2012. We wanted footage that would be fun to watch again. "I have been using action cams from the very beginning and have always been searching for a possibility to capture my adventures, shake-free. However, the existing stabilizers did not have a good enough result and were simply not suitable for outdoor use. So I asked myself what's the point in using an action cam when it's no fun watching the results afterwards?" - Felix Kochbeck, CEO and Co-Founder of LUUV.

Felix developed a vision of a camera stabilizer that enables people to shoot floating, shake-free footage when in motion. It also had to be suitable for outdoor use, robust and easy-to-use, and geared to the needs of action sports enthusiasts.

Bringing this idea to life required us to leave the snowy mountains and start applying innovative ideas and technologies. That is why the first prototypes were developed with 3D-printing technology. Now the final product components are manufactured with injection molding.

The result? A 3-axis camera stabilizer called solidLUUV. solidLUUV was built on the basic principles of a professional steadycam, but has been completely developed from scratch with a slightly different approach. It has a modular setup, so can be used with all action cams, smartphones, digital compact cameras and even an electronic stabilization module. solidLUUV is also designed with plenty of other innovative features such as plug & play, a weight adjustment ring and fingertip control.

Industry experts and athletes from around the world are already talking about solidLUUV. It has recently won the ISPO prize for Product of The Year 2015/2016. ISPO is the world's largest sports fair and solidLUUV was selected in the category of Action Sports. solidLUUV's functional design was also recognised and awarded by one of the most prestigious design awards, Red Dot Design.

Together with co-founders Tim Kirchner, Tobias Gerhardt und Friedrich-Paul Spielhagen, CEO Felix Kochbeck has developed the solution for steady filming. LUUV Forward GmbH is working together with industry leaders such as Igus - the world leader in polymer ball bearings, as well as Thiele +Wagner - Berlin-based industrial designers and Valder GmbH - experts in injection molding. For developing the electronic stabilization module we cooperate with Feiyu Tech, one of the world's leading manufacturer of electronic stabilization solutions

The LUUV Forward GmbH is based in Berlin, Germany.