

dyneos – the innovative motion analysis The sales tool

TECHNOLOGY | SOLUTIONS | AFTER-SALES



molibso[®]
Helping People Move Better





Lars Hollenbacher

Jens Hollenbacher

More than a decade of innovation in motion analysis

Consulting, expertise, and networking are more than ever the key elements for sales success in specialist retail.

We have recognized that analysis systems are often insufficiently present, sometimes inaccurate, and complex to operate. We wanted to improve this so that you can concentrate on what matters most: your customers.

Our systems combine precise sensor technology with an attractive design and user-friendly software, putting customers and employees at the center. Companies in seven countries now rely on our technology, which is **made in Germany**. Over **150,000 measurements per year** and **250,000 test meters run** speak for themselves.

[See for yourself.](#)

»Our profession has long been a calling for us:
We want to help people move better.«



Thanks to specially developed software — SMART for sports retailers and SANI for medical supply stores — every step is digitally tracked and networked in a target group-specific manner:

- Online appointment booking
- Digital customer files
- Visually clear analysis results
- Production recommendations for insole manufacturing and/or
- Product recommendations for the perfect shoe

Thanks to the ongoing support provided by the molibso team and the expertise of the specialist retailers' employees, innovative technologies go hand in hand with personal service.



Your customers will be delighted: With molibso's integrated customer management software, you'll never lose track of anything — and you can continue to support your customers with ongoing advice even after they've left your store. Our amor networking package with built-in email functions makes this possible.

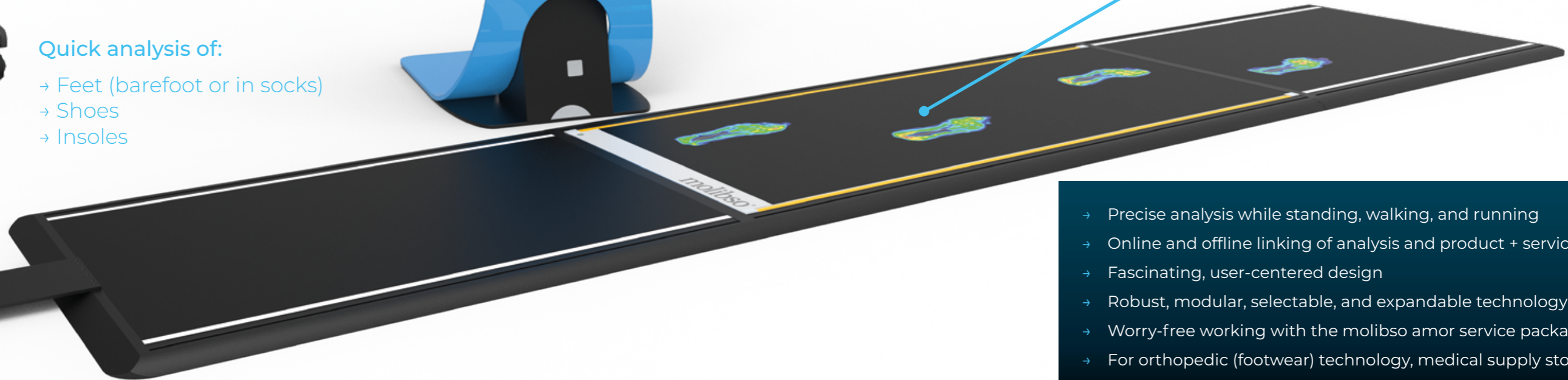
ADVANTAGES



Motion analysis and product sales have never been easier to combine. With a molibso dyneos system, all you need to do is walk across the high-resolution pressure measuring plate. The level Entry/Exit Platforms promote natural movement and, unlike treadmills, no familiarization is required.

Quick analysis of:

- Feet (barefoot or in socks)
- Shoes
- Insoles



- Precise analysis while standing, walking, and running
- Online and offline linking of analysis and product + service
- Fascinating, user-centered design
- Robust, modular, selectable, and expandable technology platform
- Worry-free working with the molibso amor service package
- For orthopedic (footwear) technology, medical supply stores, sports retailers, and industry.

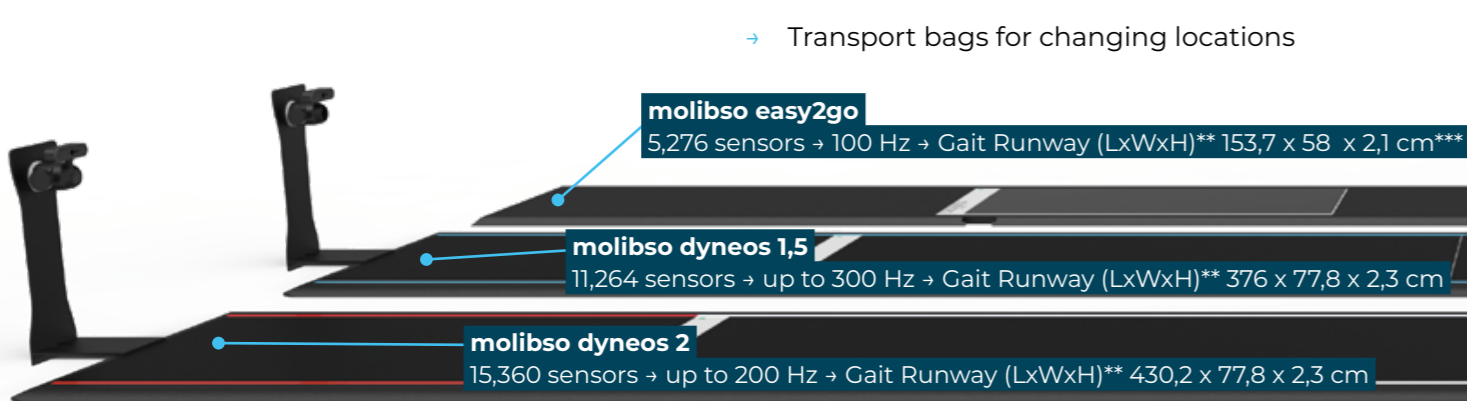
ELEMENTS

MOLIBSO DYNEOS

The robust components of molibso dyneos will give you many years of enjoyment in daily use. We have designed our hardware to be modular so that you can add extensions at a later date.

PRESSURE MEASURING PLATE

- Extra-robust surface with skin-friendly and easy-care PVC coating
- Integrated into an aluminum frame construction. Optionally available with interactive (color) LED lighting
- Two identical pressure measuring plates can be combined to double the length of the measuring section
- Optional flush-mounted installation



CAMERA

- 4K UHD USB camera system with automatic synchronization of video recording to the pressure measuring plate

CONTROL KIOSK

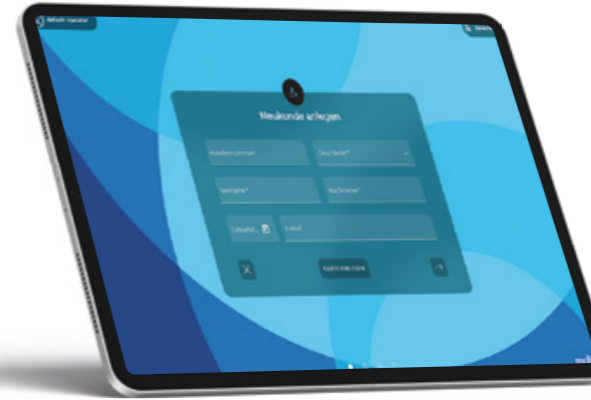
- 24" multi-touch display with separate computer unit
- Control Kiosk in the form of a solid aluminum-steel column construction
- Framed by an acrylic element in your desired design and with your company logo*

SOFTWARE: SMART AND SANI

- Comprehensive, intelligent, remotely updatable analysis software for motion analysis with feet and products
- Shoe and insole database included
- On request, networking of locations and connection to ERP systems

MOBILITY

- Transport bags for changing locations



Be mobile in the store and offer the best advice at the same time – no problem with our **mobile tablet solution**. This allows you to work **at several stations simultaneously** and make optimal use of your **molibso dyneos system**.

Individuality straight from the factory: **Design your system** exactly how you want it and **make it your own molibso dyneos**. The Control Kiosk is painted and laminated in your **desired RAL color**.



molibso easy2go xs
2,560 sensors → 120 Hz
→ Gait Runway (LxBxH)** 90 x 50 x 1,5 cm

* We can provide other materials and your company logo on request and at cost.
** Dimensions of the system including Exit/Entry Platform and pressure measuring plate as well as frame with - optionally - LEDs (subject to change)
*** easy2go is also available with a longer Gait Runway, measuring 342,9 x 58 x 2,1 cm.

DESIGN & ERGONOMICS

THE FOCUS OF YOUR BUSINESS

Precise medical technology does not have to be boring. With a molibso dyneos system, you can make a striking impression that emphasizes your expertise in products and services. The dynamic and appealing design encourages use and arouses customers' curiosity. At the same time, it is modularly expandable, particularly robust, and easy to maintain. There is no need for annual maintenance, as is usual for treadmills, for example.

EASY TO USE FOR THE USER

molibso dyneos focuses on you and your employees as users, because you inspire customers right from the analysis stage and thus strengthen their loyalty to your business. Your work with molibso dyneos is based on clearly designed software, an interface that can be operated with just your fingers, and a structured workflow.

Once you have experienced the key benefits of a molibso dyneos analysis, you will be amazed at how a consultation can lead to sales success in just a few minutes.

Even untrained staff can quickly learn how to use the software and effectively support the specialist departments in your company.



BENEFITS FOR CUSTOMERS

molibso dyneos is a first-class customer loyalty tool. Sales consultants enjoy their work more because molibso dyneos actively enhances their work. Your customers quickly and easily grasp the core messages of the consultation after walking or running over the multistep pressure measuring plate safely, comfortably, and without any familiarization. They appreciate the natural movement and immediately grasp the issues relevant to them through the heat map and video image.

The optimal product or service is presented in direct comparison with the measurement results. Customers can identify the better alternative for them thanks to the dyneos software's ability to compare measurements directly with each other.



Laufsport bunert, Düsseldorf

WE LOVE
QUALITY
YOU CAN
RELY ON.

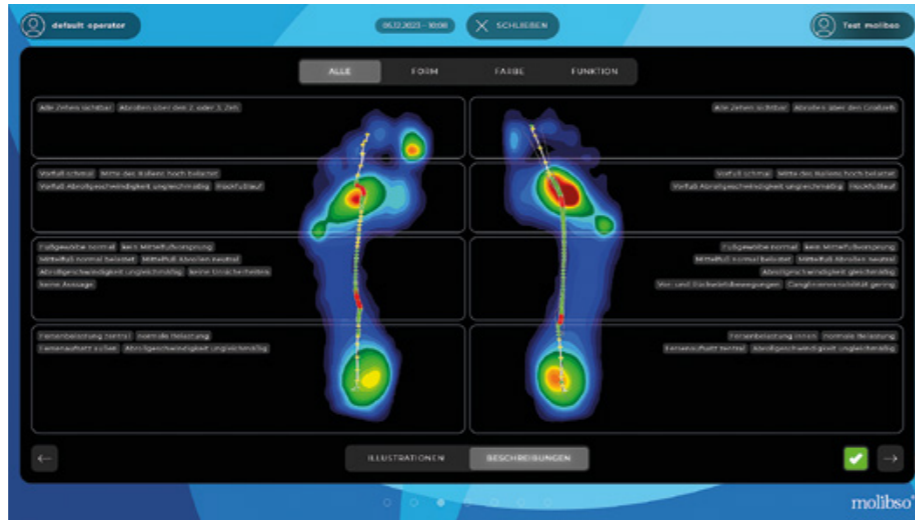
**MADE IN
GERMANY!**



Sanitätshaus Vital, Hilden



KAMAX Boots & more, St. Anton am Arlberg

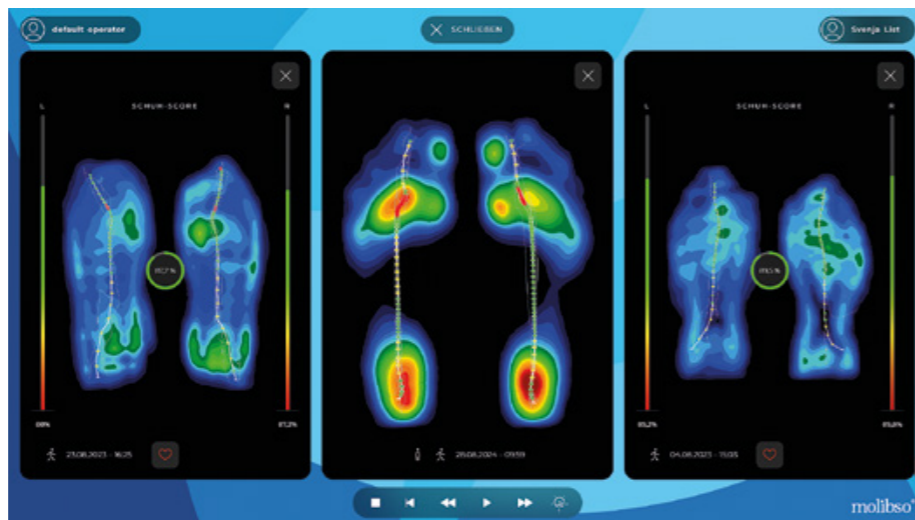


Interpretation of the pressure measurement image

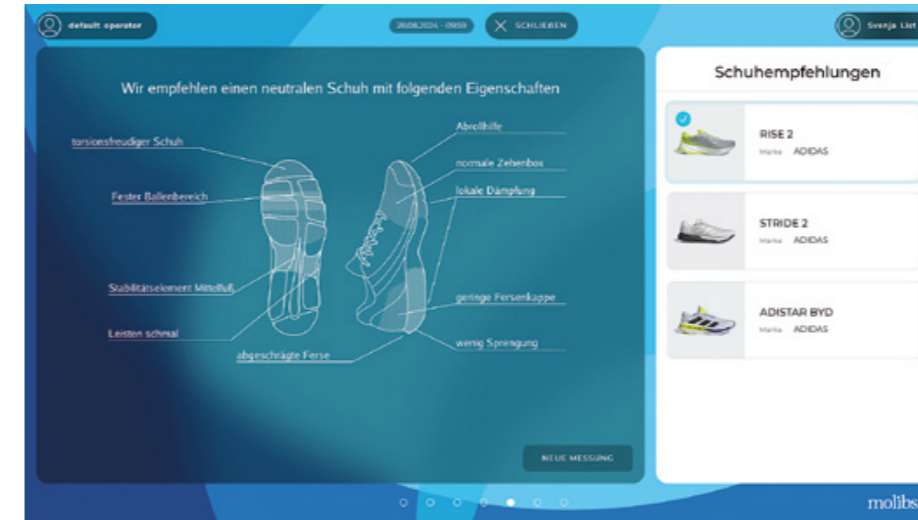
The dyneos SMART software performs a foot scan and a standing and walking analysis for you in a single process and in one application. The result is then displayed within two minutes via the automatic averaging of all contacts to show the corresponding pressure images.

Your customers' individual measurement data is evaluated based on **form, force, and function**. A guided process supports you in providing the perfect care for the individual needs of your customers' feet.

Both untrained staff and technicians are guided to success by the dyneos SMART assistance system.



Comparison of up to three measurements



Shoe recommendations from the individual product portfolio of the respective specialist store

FORM

The loaded area of the foot is examined, allowing conclusions to be drawn about the forefoot width and arch type. The dynamic analysis helps avoid errors in arch characteristics that can occur with static scans. It also helps identify bunions.

FORCE

The pressure heat map analyzes the loads in three areas of the foot (rearfoot, midfoot, and forefoot). Flat feet or splay feet become visible. Depending on the intensity, these and other stress zones are displayed in colors ranging from blue to red.

FUNCTION

Here, the roll line is analyzed, which describes the rolling behavior of the foot. In addition to the type of heel strike, pronation, supination, or neutral rolling can be described in the three areas of the foot.

SALES & SERVICE



SO EASY LIKE NEVER BEFORE

With dyneos, you can find the right shoes and insoles in a single workflow: the **dynamic analysis** reveals the key issues that are causing problems for customers. The **dyneos software** provides recommendations for the right functional properties of shoes and insoles. Products can then be compared directly on the tread immediately after the models have been analyzed.



THE PERFECT SHOE ↑

The shoe recommendation feature in the dyneos SMART software suggests individual products: whether running shoes, hiking boots, trail shoes, comfortable shoes, or protective footwear — thanks to your product portfolio in our database, you will find the right shoe for your customers.

THE IDEAL INSOLE ↓

The molibso dyneos SANI software has a database that implements recommendations for insoles. This makes it particularly easy for technicians to make adjustments during the workshop process.



TECHNOLOGY

SPECIAL REQUIREMENTS

Users of a molibso dyneos system rightly place high demands on their hardware. We meet these demands. Right from the development stage, we have focused on high-quality, durable components to ensure that an investment in a molibso dyneos system will last almost a lifetime. We are so confident in our products that we will extend the warranty on certain components of our systems on request.

SIMPLE SETUP

The plug-and-play principle of molibso makes it possible to put a dyneos system into operation in no time at all, despite its impressive dimensions. To do this, after connecting the three main modules, the Entry/Exit Platform, and the pressure measuring plate, all you have to do is connect the USB cables to the Control Kiosk. Bags also make your system portable if desired. Our customers particularly appreciate this option for events and external measurements, as it can be implemented in just a few simple steps.

CLEANING AND MAINTENANCE

As with any system that is walked on with feet and shoes, we recommend regular cleaning. We



CAN WITHSTAND A LOT

So strong that it can even measure the dynamics of African elephants. The pressure measuring plate, available in different lengths and with a width of 60.5 cm, provides a precise representation of the movement.

make this particularly easy for you: the entire Gait Runway, including the attachments, can be disinfected. Commercially available disinfectant wipes are ideal for this. Regular maintenance of the hardware is not necessary. If problems arise, we can quickly identify and resolve any issues remotely to ensure that your molibso dyneos system remains highly available.

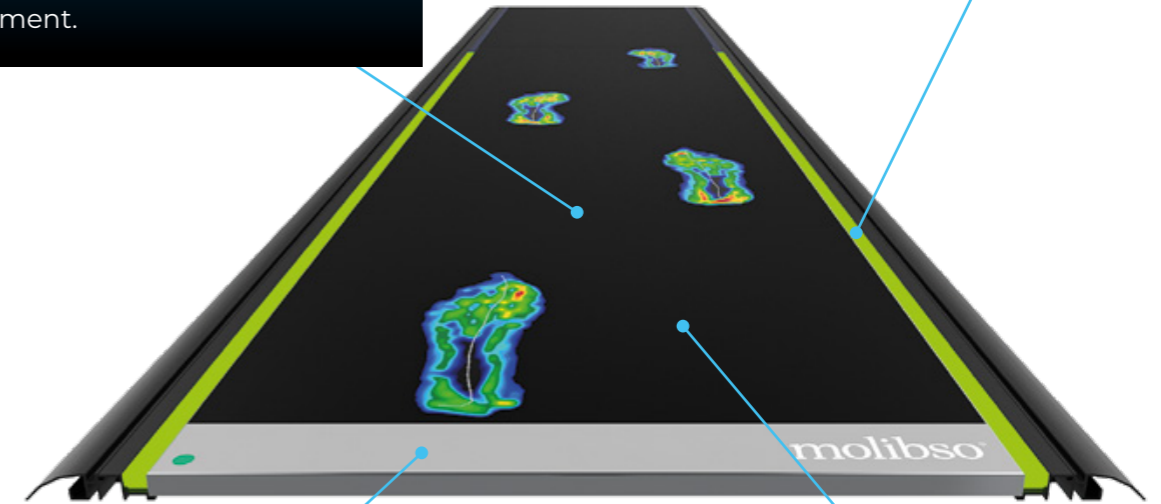
EXTRA ROBUST

Molibso dyneos systems utilize pressure measuring plates that have been used in medicine and rehabilitation for over three decades. The components are of the highest quality and are characterized by exceptional resilience and durability, a fact repeatedly demonstrated in tests – some of which are quite unconventional. For example, a molibso dyneos easily withstands the weight of a fully grown elephant – which weighs over 5 tons.



SHINES REALLY BRIGHT

The molibso Signature Light: it indicates when a measurement is being taken and is available in white or color as a linear LED strip.



SOLID CONSTRUCTION

Aluminum frame with cable routing and all-round tripod protection, plus extra-fast assembly and disassembly.



HIGH RESOLUTION

The finest details are visible thanks to special calibration and a resolution of 139.4 sensors per dm².

THE MOLIBSO PROCESS



MOLIBSO CLOUD SERVICE & AMOR SERVICE

Appointment booking, product database, cloud storage, LAN workstation, email management, tracking dashboard, CRM/ERP interfaces, file folders



AMOR SERVICE

With these offerings, we are constantly redefining after-sales service:

- Online maintenance, updates, support chat, expert exchange, customization, warranty extension
- Certified training courses, online and offline
- Transmission of relevant usage data for purchasing and management
- Backend with email functions, customer and user management

DIGITAL & PERSONALLY CONNECTED



With a **molibso dyneos system**, you are optimally prepared for the **digital future of specialist retail**. We have already been able to support our customers in their digitization projects on several occasions, including in the **acquisition of subsidies**.

What's more, our **consulting** and sales services don't end when you leave the store. molibso dyneos is also available in the **cloud**.

Helping people move better

The advantage for you: almost unlimited possibilities to offer your customers a **unique experience** when purchasing your products.

For operators with multiple locations, we offer the option of **linking the systems** so that customers can be optimally served at any location with access to the latest measurements and transactions.

A mobile foot and shoe lab that is sure to attract attention:

The **Fit Trailer** draws customers in – and keeps them coming back!

Inside the Fit Trailer is everything you need to make a consultation unforgettable:

- a **pressure measuring plate** with over **15,000 sensors**, a **camera**, and a **high-precision measurement process**
- **two screens** for discussing analysis results directly
- a **comfortable bench** for trying on and testing shoes or insoles
- an **inviting lighting atmosphere** that arouses curiosity
- **digital and networked:** From registration to shoe or insole recommendations to the purchase process — everything is available from a single source.

By the way: The Fit Trailer is mobile. Whether at a trade show, promotional day, or outdoor event – rent our mobile foot and shoe lab with wow factor and show how innovative customer proximity can be.



Visual representation of the analysis results



Measurements can be taken barefoot, with socks or in shoes

Display area for shoes or insoles

Self-sufficient thanks to solar panels and batteries



Storage space for up to 200 pairs of shoes

Customizable advertising space

2 m long pressure measuring plate

FIT TRAILER



The Fit Trailer can be assembled within minutes with a few simple steps

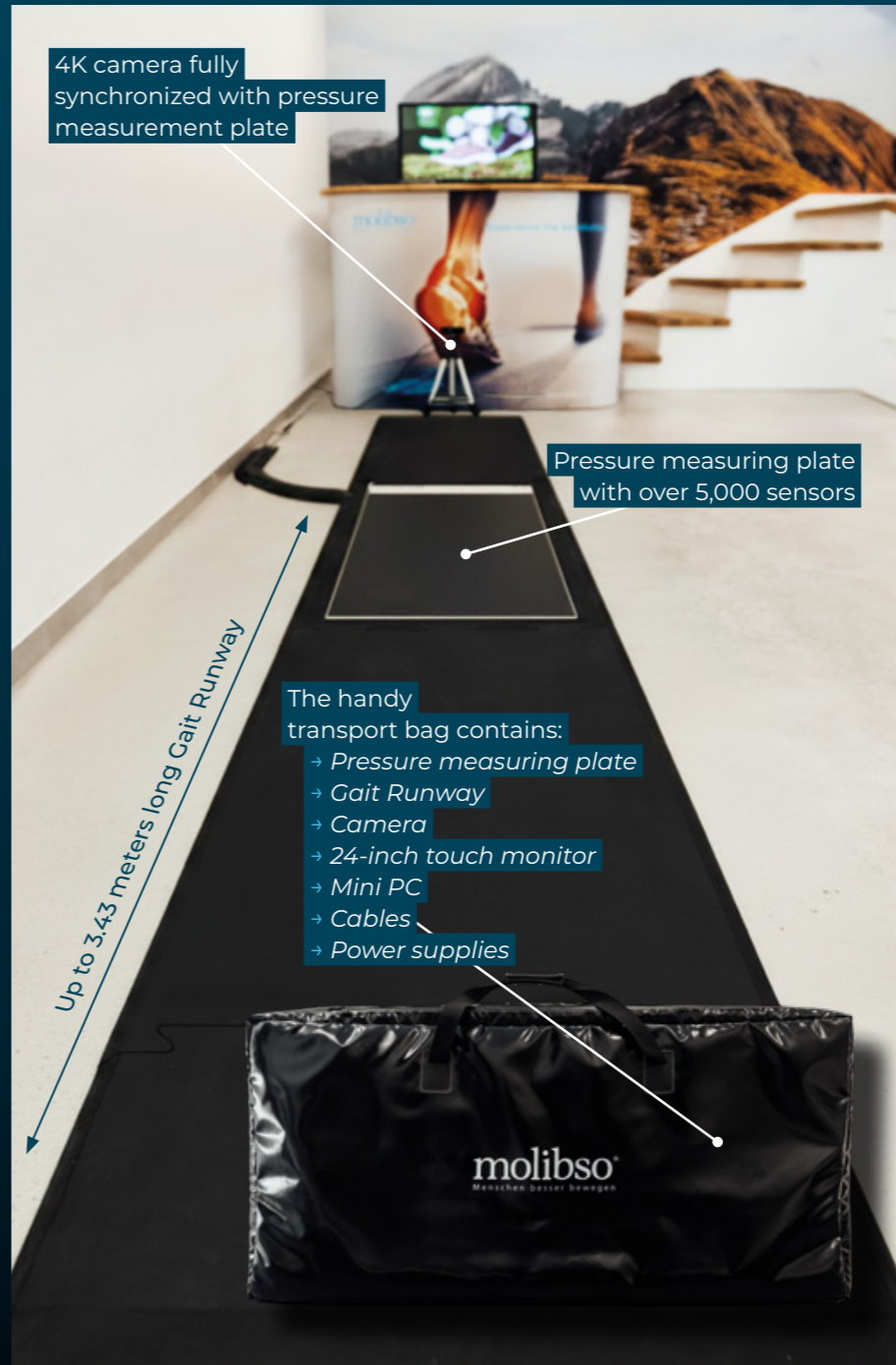


The comfortable bench invites you to try on and test different shoes



Put your products in the spotlight!

EASY2GO



4K camera fully synchronized with pressure measurement plate

Pressure measuring plate with over 5,000 sensors

Up to 3.43 meters long Gait Runway

- The handy transport bag contains:
- Pressure measuring plate
 - Gait Runway
 - Camera
 - 24-inch touch monitor
 - Mini PC
 - Cables
 - Power supplies

Small, flexible and ready to go in minutes

The **easy2go** is so handy that you can take it with you wherever you go – whether as a supplement to your permanently installed pressure measuring plate in your store or as a mobile solution for your daily business.

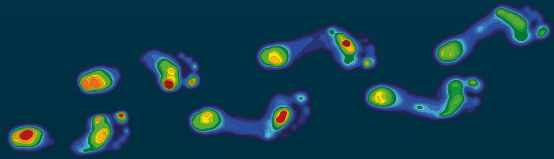
Installed in just a few minutes— all you need is some space for the pressure measuring plate and walking distance, as well as the camera and computer. Our innovative **dyneos software solutions** give you access to all analysis functions.

And best of all, the results and digital options – such as shoe or insole recommendations – are in no way inferior to those of our larger systems. Everything is networked here. Your customers receive the analysis report immediately by email – fast, accurate, and professional.

QUOTES

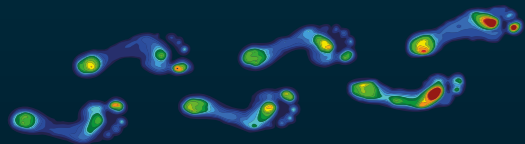
»We see the greatest **added value** of the dyneos system in its **ease of use** and the **accurate information** it provides about stress and gait, which is also presented in a way that is **easy for customers to understand**.«

Karin Baumann, owner of Intersport Appenzell, Switzerland



»This offer clearly sets us apart from the competition and gives customers a certain assurance that they have made the right purchase.«

Beni Nideröst, Partner at Meli Sport AG, Switzerland

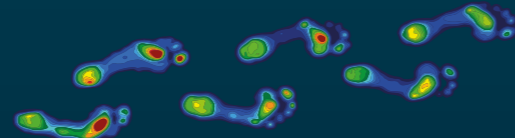


»After two months of thorough testing, with many enthusiastic and satisfied customers, we can say that molibso's modern and innovative technology really delivers what it promises and – in combination with our skilled staff – provides the perfect shoe insoles that make everyday life easier for many people.«

Bastian Dittner, Owner and Managing Director Sanitätshaus H&R, Kaarst, Germany

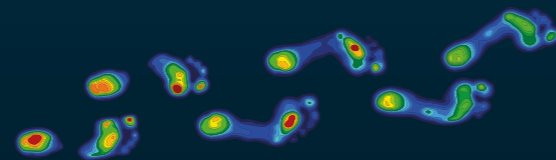
»We particularly appreciate the **commitment of molibso's employees**. They are dedicated to everything they do and always look for solutions. This **convinces** us that we can **achieve great things together** with them in the future.«

Andreas Wylenzek, owner and managing director of the medical supply store Vital Hilden e.K., German



»The dyneos system is a measuring tool suitable for everyday use with high accuracy, reliability, and reproducibility, as well as good data processing and presentation for our customers.«

Daniel Harzbecker, Owner Absolute Run Düsseldorf, Germany



»For me, molibso dyneos is the first pressure measuring plate in the sports sector that allows me to quickly and effectively identify foot misalignments and therefore adjust the footbed in the first step so that it fits 99 percent of the time.«

Markus Kamper, Owner and Managing Director KAMAX Boots & More GmbH, St. Anton am Arlberg, Austria

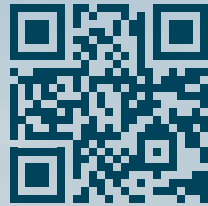


A team spanning eight year groups and four nations – united by experience, diversity, and innovation



The founding brothers Jens and Lars Hollenbacher during their opening speech at the company's 10th anniversary celebration




WOULD YOU LIKE TO EXPERIENCE MOLIBSO DYNEOS **LIVE?**



Simply scan and request a free
demonstration appointment.

We look forward to hearing from you!

molibso[®]
Helping People Move Better

Karl-Benz-Str. 1 | 40764 Langenfeld
+49 (0) 2173 - 2070940 | mail@molibso.com
www.molibso.com |   

Publisher: molibso Entwicklungs- und Vertriebs GmbH 2025 – Alle Rechte vorbehalten
Photo credits: Daniela Schönwald, Privat, stock.adobe.com

molibso[®]
Menschen besser bewegen