



**For Immediate Release
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**Wearable Experiments Announces Their Latest: Fan Jersey (USA)
The First Time Fans Can Be Touched by a TOUCHDOWN**

San Francisco, California – Wearable Experiments [WE:EX], the Sydney-born, New York based ‘fashion future’ technology innovator, previews the smartest technology any sports fan can wear: Fan Jersey (USA). Debuting at Super Bowl 50 in San Francisco, these Fan Jerseys use haptic vibrations to bring the fan onto the field whenever a big play happens in the game.

Using intimate sensory technology, these Fan Jerseys translate the action of the game directly and instantly onto the viewer. This technology blurs the line between players and fans with distinct, physical sensations through the garment.

“As a leading innovator in wearable technology, we are thrilled to unveil these Fan Jerseys to help promote and enjoy the biggest sporting event of the year,” said Billie Whitehouse, co-founder of Wearable Experiments. “There’s no better place to demonstrate the power of more deeply connecting fans to their favorite sports moments. By using the skin as an interface, our Fan Jerseys allow the excitement of the game to literally be felt in ways never felt before.”

Plays that are directly transmitted to the fan include: 1st and 10, 4th Down, Interception, Field Goal, Forced Fumble, Red Zone and, of course, a touchdown. The result is a uniquely curated experience that maximises the excitement of a game, and seamlessly amplifies the fan’s

proximity to their team. Wearable Experiments and its strategic partner MAS Holdings of Sri Lanka, joined forces once again in order to make this intricate project a reality.

Fan Jersey is the 4th dimension of sports entertainment. Fans have always been surrounded by the sights, sounds, and smell of the game. Now they can feel the action with physical touch for a fully immersive experience.

Video: <https://vimeo.com/154415163>

Website: <http://wearableexperiments.com/fan-jersey/>

Software: Wearable Experiments & Snepo

Hardware: Wearable Experiments & RF Digital

Product: Wearable Experiments, Fan Jersey & MAS Holdings

About Wearable Experiments (WE:EX)

Specializing in unique, innovative and compelling combinations of hardware, software and apparel design, WE:EX is a socially-driven company that pushes the boundaries of human-to-human connection via groundbreaking wearable technology. The company weaves together fashion and technology with a functional and forward leaning design aesthetic. Currently based in New York City, WE:EX was founded in Sydney, Australia in 2013 and is rapidly becoming a leading global brand. Other products created by WE:EX include, Durex Fundawear, NAVIGATE (an urban wayfinding jacket), the Fox Alert Shirt and NADI.

Media Contact (USA):

Billie Whitehouse, Co-founder & CEO

billie@wearableexperiments.com

+1 (415) 971-3965

Ben Moir, Co-founder and Technical Director (AUS)

ben@wearableexperiments.com