



For Immediate Release

The Specialized Foundation Partners with Scosche Industries and North Pole Engineering to Launch Biometric Assessment Tool

New data collection protocol will seek to validate the academic, health and social success outcomes of students

MORGAN HILL, Calif, March 5, 2018 - Scosche Industries and North Pole Engineering (NPE) have partnered with The Specialized Foundation to provide both hardware and software systems to safely gather biometric outputs from students participating in the Riding for Focus program.

NPE has developed a custom Biometric Assessment Tool (BAT), which allows real time data collection from Riding for Focus school cycling programs. NPE has generously donated the required WASP-N ANT+ and Bluetooth® devices to deploy this assessment tool. Scosche® Industries has donated a supply of Rhythm+™ Armband Heart Rate Monitors that are programmed to seamlessly integrate with the BAT developed by NPE. Combined, these tools allow The Specialized Foundation to compare student's biometric readings alongside the written assessments as collected by partner schools.

The data collection protocol will seek to validate the academic, health and social success outcomes observed in the original RTSG study conducted in 2014.

“Our goal is to help students achieve success across academic, health, and social endeavors. Through applied research, this generous partnership allows our team to validate findings, increase our knowledge, and further expand our program,” said Ted Theocheung, Specialized Foundation CEO.

“We are thrilled to be able to participate in this exceptional youth program that encourages lifelong healthy lifestyles starting at an early age using our Rhythm+ heart rate monitoring technology to help enable the journey. The program lines up perfectly with our company's Optimized for Outdoors® outdoor active lifestyle products and philosophy,” stated Chris Cowles, Director of Marketing at Scosche.

“We know that education is important, and when you have a technology that can improve a child's way of learning, this is just something to not turn away from. Through this collaboration, we are able to be a part of expanding students' health and academic performance,” says Jim Meyer, Vice President of North Pole Engineering.

Seven Riding for Focus schools were selected based on their record of excellence in program implementation and dedication to bettering the lives of their students, they are: Portage Central Middle School, Portage, MI; Chaboya Middle School, San Jose, CA; Evergreen Community Charter School, Asheville, NC; AIM Academy, Conshohocken, PA; Bath Middle School, Bath, ME; Double Peak School, San Marcos, CA; and Portland Middle School, Portland, MI.

Additional Resources:

To find out more about The Specialized Foundation, visit the [website](#). Follow The Specialized Foundation on [Facebook](#), [Twitter](#), and [Instagram](#) to join the conversation.

About The Specialized Foundation:

The Specialized Foundation was established in 2015 with the intention of introducing students to cycling's positive effects on academic performance, health, and wellbeing, with a focus on students with learning differences like ADHD.

About North Pole Engineering:

North Pole Engineering (NPE) is an engineering products and services company that specializes in providing enabling technology to companies with sensor based solutions. Our goal is to help clients integrate effective technology for their sensor-based products to efficiently move sensor data to the internet or other desired end points. This is especially true with the proliferation of sensor devices offered in the sports, fitness and wellness



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markets. NPE offers clients many options to help them create effective product solutions that extends from electrical engineering design services to technology enabling products like WASP (sensor-to-internet) and BLAST (customizable sensor platform).

About Scosche Industries (pronounced skōsh):

Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology, powersports and car audio products - committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the hands, homes, offices and vehicles of people in over 50 countries. With hundreds of patents/trademarks and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. Visit Scosche at www.scosche.com.

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Contact:

James Nixon

408-779-6229 x 4432

James.Nixon@Specialized.cm