

Press release, 30 March 2017.

# NEW ELECTRONIC SKI BINDINGS INCREASE SPEED IN CROSS-COUNTRY TRAILS.

Norwegians continue to take the lead in the sport of skiing. This time it's through a new electronic ski binding that can change position on the go – and is controlled via a remote control in the pole. The concept has been developed by Rottefella in partnership with Semcon in Norway. The finished product will be introduced to the market in 2018.

All cross-country skiers are looking for the best possible grip uphill and the best glide downhill. The position of the binding has a great impact and can already be adjusted today, but only once the skier takes off their skis. This gave Rottefella the idea for a new kind of electronic binding that can be moved during skiing; forwards for a better grip, and backwards for a faster glide.

Semcon contributed both broad technical knowledge and its processes and expertise in innovation to make the concept come to life.

“The binding makes elite skiers more effective in the trail, but also increases skiing pleasure for ordinary ski enthusiasts who can enjoy better control and grip as they ski. As a passionate skier and engineer, this has been a dream project for me,” says Odd Øystein Ra, Project Manager at Semcon.

The technical solution consists of tiny motors controlled via Bluetooth from a remote control in the pole. The binding can be adjusted remotely by up to 50 mm.

“Our extensive experience of product development in cross-country skiing and ski bindings combined with Semcon's technical expertise has made it possible

to create a groundbreaking new product,” says Øyvar Svendsen, R&D Manager at Rottefella.

Rottefella will now work with Norautron in the process leading to the finished product, which will be produced locally in Norway. The new binding will be introduced to the market in 2018.

[Download the complete press pack](#)

<http://semcon.com/main-offers/make-products-come-to-life/new-electric-bindings-with-a-smart-twist/>

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