



LUUV Expands Product Range And Gains New Market Reach

LUUV Introduces The Most Lightweight And Wearable Gimbal To Its Product Line Ahead Of Market Launch

PRESS RELEASE

For immediate release

August 2016, Berlin: LUUV Forward GmbH announces the launch of two new products, ahead of its imminent market launch. Following two successful crowd funding campaigns on Kickstarter and Indiegogo, a successful crowd-investing campaign on Companisto, plus the imminent market launch, LUUV is pleased to announce the launch of its Action Gimbal, and ultraLUUV Action.

The LUUV Action Gimbal is the most lightweight gimbal on the market for GoPro and Gopro-sized cameras. The Action Gimbal is wearable, so you can simply attach it to your pole, bike, helmet, drone, car and more. The Action Gimbal is perfect for anyone wanting to capture more steady footage, without any knowledge of steadycams. The Action Gimbal is also compatible with a remote control option (sold separately) and various attachments. Capture fully immersive, stabilized footage, with the click of a button.

ultraLUUV Action is an improved and superior prototype development from the original ultraLUUV. It combines LUUV's original steadycam, solidLUUV, with the Action Gimbal, to give the user the world's first 2x3-axis stabilizer.

"Expanding a product line allows LUUV to better satisfy the customer needs and expands the market reach. Launching the Action Gimbal and ultraLUUV Action is an incredibly big deal for LUUV. It is a move that brings us from being a startup with one product, to reaching our goal of becoming a leader in camera and video stabilization", commented Felix Kochbeck, CEO and Co-Founder of LUUV Forward GmbH. *"We are excited by adding this high-quality electronic gimbal to our product line, and to include it as the electronic component in ultraLUUV Action - The world's first 2x3-axis stabilizer."*

Following shipping to the original crowdfunding backers in September 2016, LUUV will also prepare for a market launch for its entire product range. LUUV stabilizers ship worldwide and can be ordered at www.luuv-stabilizer.com

About LUUV Forward GmbH

LUUV is a Berlin-based hardware startup responsible for creating award-winning stabilizers, for different market sectors. Beginning with the creation of solidLUUV, a professional steadycam, simplified. solidLUUV works with all action cameras, smartphones, compact & 360° cameras, under 500g. The next product development was for ultraLUUV, the world's first 2x3-axis stabilizer, combining mechanical and electronic stabilization. ultraLUUV is next-level stabilization. The most recent product launch is the much anticipated Action Gimbal. The most user-friendly, wearable gimbal on the market, LUUV's Action Gimbal allows you to capture fully immersive, stabilized footage with your GoPro.

CONTACT: Nathalie Miller | nathalie@luuv-stabilizer.com | +49 151 433 522 55 | www.luuv-stabilizer.com

High resolution images and videos sent upon request