

Advanced Motion Measurement (AMM) launches AmmSensor™ (AMG1) - A real-time, 'wireless' 3D (6DOF) 250Hz IMU that is Bluetooth compatible.

Phoenix, AZ. Dec 4, 2009 ... AMM introduces the AmmSensor™, a real-time wireless 3D IMU to the Life Sciences field. This 3D (6DOF) inertial measurement sensor provides angular data and employs three miniature tri-axial MEMS chips to capture acceleration, the earth's magnetic vector and angular velocity (9 digital outputs).

It has a sampling rate of 250Hz and measures rotational velocity up to a maximum of 2,000 degrees/sec. Bluetooth technology allows the AmmSensor™ to communicate and transmit 3D motion data to a cell phone, iPhone, laptop or any Bluetooth enabled device. Multiple Bluetooth data links can monitor several sensors at a time, allowing the user to define and use multi-segmental biomechanical models. AmmSensor™ is small (2.75" x 1.7" x 0.7" – 68 x 43 x 18), light (1.5 oz. – 42g) and inexpensive. An internal rechargeable battery gives it up to eight hours of life. The real-time aspect of the AmmSensor™ allows it to be used as a biofeedback training tool. See www.AmmSensor.com

Phil Cheetham, CEO and CTO commented that "the introduction of MEMS technology has been harnessed to allow AmmSensor™ to introduce the most useful, flexible and cost-effective wireless motion capture sensor in the world today."

Phil Cheetham also said: "The introduction of AmmSensor™ opens up numerous possibilities, new applications and new markets." It comes with a simple software program that displays and records the nine output values: 3D acceleration (Ax, Ay, Az), 3D magnetic field (Mx, My, Mz), and 3D gyroscope (Gx, Gy, Gz). The sensor output can be changed between binary and ASCII by the user. Binary mode provides 250 complete samples per second, whereas ASCII output is 125 samples per second, and is intended for ease-of-use with any terminal program that can receive 115 Kbaud data. These data streams can be mathematically combined to produce accurate kinematic parameters for pitch, yaw and roll regarding any object to which the sensor is attached.

AMM is offering an invitation to OEMs and independent software engineers to create software applications for the AmmSensor™ IMU. Upon selection, submitted application programs will be advertised and sold via the AmmSensor.com web site and a royalty will be paid to the developer. Simple demonstration software enables programs to be written in any .Net managed code VB, C#, C++, Matlab or Labview. Demonstration code will be provided in VB and Windows Mobile 6 (see website for further details: www.AmmSensor.com).

About AmmSensor™ the company, and its parent company Advanced Motion Measurement

AmmSensor™ is a hardware development company and has been formed to capitalize on our many years of knowledge and experience in the motion analysis industry. The motion analysis industry for many years has been using imaging, electro-mechanical and electromagnetic systems, which have been traditionally expensive to procure and technically difficult to use. AmmSensor™ now heralds in a new era of light-weight wireless sensors that are precise, small, easy-to-use and inexpensive. The AmmSensor™ IMU can be used in a myriad of applications: biomechanics, rehabilitation, gait analysis, motor learning, neuroscience, slip-and-fall, forensic medicine, sports science, and for teaching physics in the educational field. To learn more about AMM visit www.amm3d.com.

Advanced Motion Measurement is a software company that develops products and offers services to capture, measure and analyze human motion. AMM's software is applicable to any use in which the accuracy of motion measurement is critical. It is used to analyze movement characteristics and improve human motion. AMM's suite of motion measurement tools can be used as a complete motion measurement solution or components can be selected to enhance its current motion measurement systems.

Phil Cheetham: CEO of Advanced Motion Measurement. A pioneering Biomechanist, Phil is also an Olympian in gymnastics. In the golfing world Phil is known as "the 3D guy" and he is in the unique position of bringing together theory, practice, software and now MEMS hardware for the implementation and maximization of human physical performance.

For more information on AmmSensor™, contact V.P. of Sales, Stephen Cheetham by phone at (602) 263-8657 or email: steve@amm3d.com.