

PRESS PACK



MOVE AND DISCOVER, MOVE AND HAVE FUN, MOVE AND LEARN...

This is the concept of JOOKS: a unique, innovative and free smartphone application, which guides runners, walkers, cyclists or people with reduced mobility through a territory, and comments on all points of interest on the way.

"Our goal is to surprise our users, to make them live emotions. We provide them with memories."



Free application,
Available on iOS and Android



Do you want to run, walk, ride a bike or wheelchair differently?

- 📍 Do you like running, walking, cycling or wheel-chairing to change your mind and stay in shape, but you are in a city you don't know and so you don't know where to go?
- 📍 Do you want to visit the city you are in?
- 📍 Are you a runner in your own city and tired of always doing the same route?
- 📍 It is on the basis of these questions and the personal experience of its two founders that JOOKS was imagined!

WITH JOOKS, WE "MOVE SMART"

JOOKS offers a new vision of physical activity and shares its pleasure of travel and discovery. With a wide range of cities and "Smart Routes" (understand loops of 5, 10 or 15 kilometres generally), JOOKS makes you discover the places chosen with meaning, the essential points of interest and riches of each destination.



BUSINESS WOMAN OR MAN ON A BUSINESS TRIP, CURIOUS TRAVELLER, CASUAL RUNNER IN SEARCH OF PLEASURE...

JOOKS is aimed at all those who wish to take time out between two planes, all those who like to explore little-known cities, all those who are curious and wish to keep fit, without necessarily thinking about "surpassing oneself" at all costs.

We therefore put performance and excessive statistics on the back burner for the time of a "Smart Route", we motivate ourselves and we sometimes even forget the pain of the sports session in favour of city discoveries.



**WITH JOOKS,
WE DISCOVER HUNDREDS OF
GREAT CITIES AROUND THE
WORLD WHILE RUNNING,
WALKING, CYCLING OR IN A
WHEELCHAIR.**

FUTURE USERS, PLEASE KEEP YOUR EYES OPEN!

JOOKS is available in hundreds of cities around the world: Paris, Berlin, London, Brussels, Luxembourg, Rotterdam, Geneva, Lisbon, Lyon, New York, Washington, Boston, Chicago, Miami, Atlanta, Dallas, Houston, Montreal, Quebec, Toronto, Vancouver, Rio de Janeiro, Havana, Sydney, Tokyo, Singapore, Seoul, Marrakech, Cape Town...



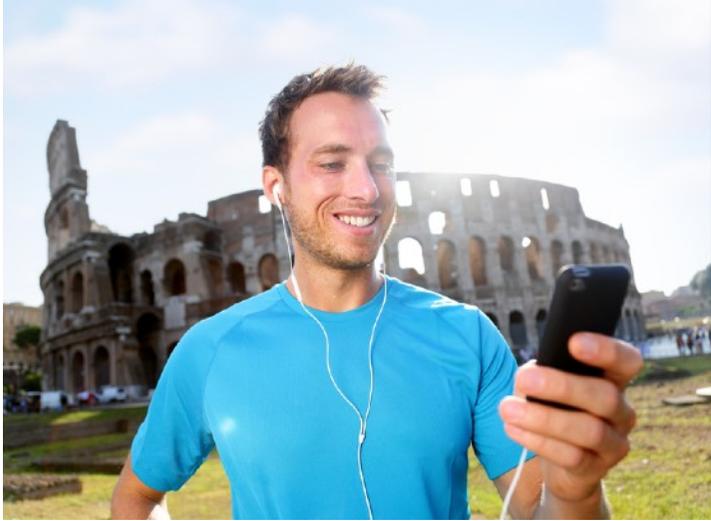
Each city offers between 3 and 75 routes. But this is just the beginning!



Because with a concept like that, the whole planet could be covered within a few years.

With such a nice collection of destinations, we feel like going there, right now, to test the application, right? Come on, we'll explain you how it works...

Let's see how it works...



PUT ON YOUR HEADPHONES, JOOKS DOES THE REST

The application guides the user through the city of his choice, taking in its points of interest: monuments, buildings, bridges, parks, museums, streets... thanks to its GPS voice instructions.

The application uses this location technology to read out tourist information in the form of short summaries of up to 30 seconds in front of each point of interest.

This is the heart of the Run Smart concept. Because although JOOKS also provides all the performance information you need (running time, distance covered, speed and calories burned), it is the pleasure of running and the experience that come first.

HOW TO DO IT AND FEATURES

WANT TO RUN DIFFERENTLY? Simply download the JOOKS APP and choose the city you want to run, walk, cycle or wheelchair in and the route you want to take. Put on your headphones :-)) and let the discovery begin.



JOOKS guides from the user's current location to the nearest Smart Route point.



15-30 seconds of tourist information read by the application in front of each point of interest.



GPS voice guidance from one point of interest to another.



Possibility of using the app with data deactivated abroad: download the Smart Run in advance so you don't need the Internet afterwards.



Pollution & allergens calculated in real time on each route for more safety & comfort.



Application and all content available in 8 languages: English, French, Spanish, Italian, German, Portuguese, Dutch and Chinese.

A CONCEPT IMAGINED BY TWO ENTHUSIASTS WHO ARE VERY COMFORTABLE IN THEIR TRAINERS!

The founders are two young businessmen who for years had to travel all over the world for their work. During these trips and in their (limited) free time there, they had three concerns: de-stressing, staying fit and discovering the city they were in.

In their eyes, the only activities that can combine all three are running and walking. But the problem with arriving in an unfamiliar city is that you don't necessarily know where to go, so they experimented with outings that ended up in uninteresting, unsafe places, or even gave up the experiment and simply decided not to go out.

This is what gave them the idea to create JOOKS, a smartphone application that allows you to run intelligently wherever you are: this is the concept of Move Smart.



Olivier Lebleu, an accomplished sportsman, is a jack of all trades. Although he likes to run, he is not a maniac and never refuses a tennis match. At 50, this Belgian turned Lyonnais managed several marketing departments (REDNET, Lasercom) and subsidiaries before creating his first company, Nirva Software, a European software publisher and cloud solutions operator. His experience as an entrepreneur and his complementarity with Christophe naturally led him to roll up his sleeves once again to launch JOOKS and rapidly give it an international scope.

Christophe Minodier, a running and thrill-seeking fan, is now an ultra-trail runner. At 48 years old, this native of Lyon already has a very solid professional experience. He first turned around Recaro France before managing Red Castle International and, more recently, took over and increased the sales of the toy manufacturer Smoby. He now aspires to work on his project, to achieve his goals through his company, whose philosophy is in line with his convictions.



100% free application



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