



PRESS CONTACT FOR IMMEDIATE RELEASE

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TrailAware®, a pioneering technology company, announces the highly anticipated release of their groundbreaking app, TrailAware. This innovative augmented reality trail mapping app, powered by the patented TrailAware® technology, revolutionizes outdoor adventures by providing users with a cutting-edge way to navigate trails in three dimensions.

Founded in 2018 by avid mountain biker Arthur Nemirovsky, TrailAware® was born out of necessity when Arthur and his friends faced the challenge of getting lost during a mountain biking trip. What started as a solution to a common problem has now transformed into a trailblazing app that offers a seamless and immersive trail mapping experience.

In 2019, Arthur joined forces with longtime friend and serial entrepreneur Ryan Fuller, and soon after, legendary mountain bike world champion and BMX hall of famer Brian Lopes also became an integral part of the TrailAware® team. With their combined expertise, the team created a prototype app called "Trail Roulette" and shared it with family and friends. The response was overwhelming, as the user base grew to over 3000, organically, without any marketing efforts.

The breakthrough moment for TrailAware® came when they received a call from Red Bull, inviting them to showcase their technology at the prestigious mountain bike event, Red Bull Rampage. With less than a month of planning and a week of testing on the actual terrain, the partnership with Red Bull was a resounding success, solidifying TrailAware's position as a trailblazer in the industry.

However, like many, the team faced challenges during the global pandemic. In 2020 and 2021, with the world at a standstill, TrailAware® wisely decided to utilize the time to gather feedback from users and improve their app. They also sought out to secure a patent for the TrailAware® technology, setting the stage for future innovations.

In 2022, the team received long-awaited approval for their patent from the USPTO, allowing them to resume their mission with even greater determination. Without any outside funding, they worked tirelessly on TrailAware V1, reimagining the app's interface and enhancing the core TrailAware® technology.

Now, in 2023, the wait is over! TrailAware® proudly announces the official launch of TrailAware V1. This augmented reality trail mapping app draws an accurate line along the trail through your device's camera, seamlessly integrating with the actual terrain, providing users with an unparalleled navigation experience.

"We are thrilled to introduce TrailAware® to outdoor enthusiasts around the world." says Arthur Nemirovsky, CEO and Founder of TrailAware. "Our app combines cutting-edge technology with a passion for adventure. Not only will TrailAware® help people discover trails and navigate with ease, but even more importantly our technology has the potential to save lives by keeping people from getting lost out there. It's an extremely powerful and useful tool for everyone."

TrailAware® V1 is now available to download free on the Apple app store.

For more information or media inquiries, please visit: TrailAware.com or contact Hello@TrailAware.com

Join TrailAware and discover a new era of outdoor exploration!

ABOUT TRAILAWARE®

TrailAware® is a pioneering technology company that offers the first and only augmented reality trail mapping app. Powered by their patented TrailAware® technology, the app draws an accurate line along the trail through your device's camera, seamlessly integrating with the actual terrain. Founded by Arthur Nemirovsky, an avid mountain biker, and joined by Ryan Fuller, a seasoned entrepreneur, and Brian Lopes, a legendary mountain bike world champion, TrailAware® is committed to revolutionizing outdoor adventures with cutting-edge innovation.