

Muscle Suit® Sold Over 10,000 Units

Developed and sold by Innophys, Co., Ltd. (Office: Shinjuku, Tokyo; Representative Director, President, and CEO: Takashi Furukawa; “Innophys”), Muscle Suit® has sold over 10,000 units as of March 2, 2020, making it the world's best-selling*¹ exoskeleton assist suit using artificial muscles for the actuators.

Muscle Suit® is a wearable assist suit utilizing artificial muscles that are powered by pneumatic pressure. Designed to reduce the load applied to the lower back when the user is holding someone, lifting a heavy item, maintaining a squatting position, etc., Muscle Suit contributes to improving working environments and addressing labor shortages.

Since launching Back Support Muscle Suit in 2014, Innophys has developed new models every year in an effort to achieve a lighter weight and a lower price while maintaining all the functions. In November 2019, this journey of evolution resulted in the launch of Muscle Suit Every, with mass production allowing this forward-looking company to provide its lightest model for a significantly lower price. While the previous models were made mainly for corporate customers, success in mass production has enabled Innophys to provide its lightest Muscle Suit for a price affordable enough for individual customers—150,000 yen including tax. In order to raise awareness of Muscle Suit Every among individual users, Innophys has strategically secured a vast sales network that extends to Bic Camera, and engaged in promotional activities such as through TV advertisements, achieving sales of over 10,000 units approximately four months after launch*².

Going forward, Innophys aims to distribute its products to a wider range of domestic demographics while actively expanding into foreign markets.

As a company based in a country grappling with the unprecedented issues of a declining birthrate and an aging population, Innophys will stay true to its vision statement—to achieve independent lifestyles for everyone as long as they live—by striving to develop and provide products that will enable more people from around the world to remain active throughout their lives.

*1. Internal data

*2. The total units sold since the launch of the first model

