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Press Release

Triple 8 works with jovoto community to bring new helmet designs to market

Leading innovator in action sports protective gear for roller sports (skateboarding, bike, inline skate, roller derby) and winter sports (snowboard and skiing) to bring 2010 helmet designs to market, and reward five percent of sales to winning designer

New York, NY – May 20, 2010 – Triple 8, a leading manufacturer of action sports equipment for roller sports (skateboarding, bike, in-line skate, roller derby) and winter sports, has announced the production of new helmet designs created as part of its ‘Design or Die’ open design challenge, hosted by jovoto.

The open innovation contest, conducted and hosted on jovoto’s creative collaboration platform, enlisted a community of creatives to design, collaborate and award prizes to the best work. Llereni Medina, the creative behind the winning design, titled „Balloon Robot“, earned a cash prize and an ongoing contract awarding her five percent of all revenue generated from the sale of the new helmet lines.

With the help of mass collaboration specialists Colaboratie Mutopo, Triple 8 selected the jovoto platform and creative community to engineer its design competition. In addition to jovoto’s 10,000 strong creative community, Triple 8 invited its community of action sports enthusiasts to contribute ideas for designs, based on Triple 8’s „brainsaver“ skate helmet and its „old school snowboard helmet with audio“.

Throughout its history, Triple 8 has worked closely with both its customers and athletes in the design and production of action sports protective equipment. Working with jovoto represented an extension of this approach, allowing a more diverse group of creatives into the design process. With jovoto’s collaborative platform, Triple 8 was able to easily manage work with a large group of designers, while also opening up design for feedback and filtering.

Bobby Oppenheim, President of Triple 8 said: “Community has always been a key ingredient in Triple 8’s success. We’re inspired by the industry we work in: in the action sports community, competitors

use collaboration to continually improve and develop new ideas. This spirit is pervasive at Triple 8: we work with our team, distributors and customers throughout our product development process, and it's this spirit that drew us to Jovoto; we wanted to take this a step further. Jovoto was recommended to us for its broad, established community and sophisticated management platform; both of which were integral to the success of this project."

Jovoto's unique creative collective intelligence model combines expert sourcing with mass collaboration. Its online tools enable individuals and communities to go beyond simple competition to true collaboration, or collective intelligence. The community of over 10,000 members, which includes creative experts from product development, graphic design, branding and communications, not only submits designs, but openly discusses and rates ideas to identify the best work and recognizes the best creative community members.

For the design contest, more than 170 submissions were submitted, reviewed, given feedback and voted on by the Jovoto community, with 930 comments and 3,300 ratings. Of these, the top three top-rated designs were presented to twenty members of Triple 8's professional athlete team and Triple 8 customers for feedback. „Balloon Robot“ emerged as a favorite and will be available in late summer 2010.

The winning designer behind the concept of „Balloon Robot“, Llereni Medina said: “A lot of designers work on projects alone, but I thrive when I'm sharing and engaging with other creatives, and Jovoto offers a perfect community to do so. I can work with like-minded individuals and help develop a common project. Triple 8 is a great brand and I'm thrilled to see my work associated with them. Securing an ongoing revenue share agreement for helmets sold is the icing on the cake; this kind of deal is a great way to offer value and establish a genuine bond with the creative community.”

“If you want to research ideas that are popular with thousands of consumers and have broad appeal, you can't beat asking thousands of creatives,” said Bastian Unterberg, CEO and Founder of Jovoto. “Brands like Triple 8 are pushing the envelope in terms of how they open up and harness the creative process. The playing field is changing, and product managers, marketing directors and brand managers are reaching for new ways to access creative collective intelligence while minimizing risk.”

“Working with the Jovoto community has been amazing. We were somewhat surprised by not only the quantity of participants and designs, but also the breadth and variety of the designs. We look forward to bringing the winning concept to market and to developing new projects that challenge the Jovoto community... maybe we'll even design a completely new helmet.” concluded Bobby Oppenheim, President of Triple 8.

About Triple Eight

Triple Eight is one of the fastest growing action sports companies in the industry. Triple Eight delivers more than quality products. They deliver the promise of potential. Through quality craftsmanship and constant innovation, such as the revolutionary Sweat Saver Helmet Liner, Triple Eight consistently provides professional and amateur athletes with the best equipment to participate and push their limits safely. Since 1995, Triple Eight has developed leading protective gear products to be used across a variety of action sports, from skateboarding and bike, to snowboarding and skiing. For more information, please visit www.triple8.com.

About jovoto

jovoto is a unique online platform that delivers creative collective intelligence and builds on the concept of „crowdsourcing“. It establishes a sustainable partnership between brands that seek ideas and creative idea-driven individuals and communities.

jovoto“s vision is a new form of sourcing and working with creative talent to provide brands with great ideas, relevant insight and visibility, generated through social media. It is the only platform that provides a fair and collaborative environment for creatives and brands through the just treatment of property and patent rights, and democratic allocation of prize money through the promotion of community-based idea exchange.

The jovoto community of 10,000 agency-caliber creatives has delivered creative results to customers such as AirBerlin, Greenpeace, PayPal, Starbucks and UNICEF.

The company is privately held. It was established in 2007 at the University of the Arts Berlin by Bastian Unterberg, and has European headquarters in Berlin and US headquarters in New York City.

For more information, please visit www.jovoto.com.