



FALCON PURSUIT

CAPTURING THE FUTURE OF HUMAN PERFORMANCE

FOR IMMEDIATE RELEASE

Capturing the Future of Human Performance:

Falcon Pursuit Launches Patented Anthropometric Scanning & 3D Avatar Technologies

PORTLAND, OR (07.04. 2025) - Falcon Pursuit announces the official launch of its patented anthropometric scanning and analysis platform following a successful beta testing period spanning over a decade and technological evolution of its systems. Founded in 2013, the Falcon Pursuit performance platform has been extensively tested and adopted as essential technology by professional athletes, Olympic medalists, and world-class organizations including Auburn University, US Ski Team, Tour de France international cycling teams, and Red Bull, among others.

At the core of company's breakthrough offering is the Augmented Video Analysis (AVA) Kiosk, a non-invasive infrared scanning solution that captures comprehensive anthropometric measurements – including body mass, circumference, and proportions – and biomechanical analytics in under 60 seconds. The system utilizes 250 customizable linear segments and cross sections, generating a remarkable 225,000-point data cloud for complete head to toe assessment. The data is then converted into quantitative embodiments of human form, motion, and mass through the Falcon Pursuit Dynamic Digital Shadow™, a proprietary dynamic 3D Avatar that evolves digital twin technology in extraordinary detail to enable unprecedented insights into physiological potential.

"The AVA Kiosk is pivotal in crafting an athlete's Dynamic Digital Shadow™ by capturing anatomy and biomechanics with unmatched accuracy. The information is then shared via the interactive 3D viewport, multiscreen UX displays, and seamless data export for real-time visualization, tailored insights, and longitudinal tracking," said Loren Stowe, CEO of Falcon Pursuit.

The initial phase of the company's commercial launch focuses on sports performance, for an unprecedented advantage in training optimization and injury prevention. The platform provides athletes, coaches, trainers, and medical staff with detailed muscle anatomy and biomechanical metrics to:

- Individualize training regimens based on precise physical measurements
- Track range of motion, speed, and movement patterns in real-time
- Reduce injury risk through personalized analysis
- Facilitate faster recovery through accurate progress tracking
- Establish baseline measurements to assess the efficacy of development programs
- Extract digital scans for customized gear and equipment tailored to an athlete's exact measurements

With the extensive benefits and possibilities of the AVA Kiosk, the company plans to expand into additional market segments including healthcare, retail, specialized manufacturing, and more.

For more information about Falcon Pursuit and its revolutionary anthropometric scanning and Dynamic Digital Shadow™ 3D Avatar technologies, visit www.falconpursuit.com.

About Falcon Pursuit Founded in 2013, Falcon Pursuit is at the forefront of human measurement technology, providing unparalleled 3D representations of the human form through its proprietary Augmented Video Analysis (AVA) Kiosk and Dynamic Digital Shadow™ 3D Avatar technology. Capturing the future of anthropometric measurement and analytics, Falcon Pursuit delivers actionable data that transforms industries by redefining the way we interact with the human body.

