

Dynastream Innovations

Core Business

Health and Wellness: Wireless devices that measure human motion in real time

Contact Information

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Ownership: Private. Founders run company.
Founded in 1999.

What do people in the company say?

"As an avid runner, I get to do a lot of testing for the developers. I'll be working at my desk and someone will come in and say, "I need to test the change I made. It's urgent. You have to go running for the afternoon. Is that okay?" ~ Ross Stirling, Design Engineer

"One of my favourite things about working here is the shower. It means that I can go for a run at lunch, or bike in to work, and take a shower afterwards."
~ Anne Gildenhuis, Product Manager

"Scoring crazy goals in our lunch time soccer matches has become the highlight of my week. Being able to invite your friends to the latest movies before they're out definitely has improved my social status. I'm finally cool!!!!!!" ~Victor Beda, Designer

"Our work atmosphere allows us to be creative and generate new innovations continuously."
~ Alex McKeachie, IS Technician

What does Dynastream Innovations do?

Dynastream Innovations Inc. designs and manufactures wireless devices that have the ability to digitize the motion of a person by accurately measuring specific body movements in real-time. Its patented technology, called SpeedMax, is the brain that gets embedded into products intended for specific applications.

World leading sporting goods manufacturers such as Nike and Polar have developed products that monitor speed and distance based on SpeedMax technology. One product for serious runners is a small, light-weight device that attaches to a person's shoelaces. As the person runs, walks or hikes, they can read accurate and instantaneous measurements of their speed and distance traveled on a specially designed watch that wirelessly receives information from the shoe sensor.

SpeedMax is not a pedometer that counts the number of steps you take. Instead, it accurately measures the motion (vertical and horizontal acceleration) of every stride you take (at a rate of 1,600 times per second). It can also calculate average speeds between distance points the user selects. It works indoors and outdoors in any weather condition. The heightened self-awareness that results from using SpeedMax technology leads to better performance for the user. For example, knowing one's exact progress might be the inspiration a runner needs on the last leg of a race. It is also useful for knowing the real distance of an unmarked trail.

Select SpeedMax running products also have a record-keeping capability that has proven to be a valuable tool for athletes who are training for competitions. The athlete can download multiple days of workout data onto their PC, and use it to set performance goals and design more effective workouts to help achieve their goals. The new workout can then be uploaded into the watch receiver, and the athlete can instantly monitor their performance against the new workout plan just by reading their watch.

What makes them cool?

Technology leader: Dynastream's SpeedMax technology was the first product in the world to enable users to know to within 97% accuracy an assessment of speed and distance traveled outside of a lab setting.

Prestigious collaborations with leaders: Dynastream works closely with its clients to develop new products. Its clients include Nike, Philips (one of the world's biggest electronics companies), Polar Electro Oy (heart rate technology company headquartered in Finland), Suunto (sports equipment), Atomic (sports equipment), and Ossur hf (world's leading prosthetic company based in Iceland).

Smart ski bindings: Dynastream has teamed up with Atomic (a leading ski and snowboard company) to produce a safer binding.

Development of end-user products: Dynastream has released its own products designed for researchers and clinicians to accurately assess people's daily activity levels.

It started with air bag technology: Dynastream's motion sensors are pinhead-sized accelerometers similar to the ones used in air bags.

Awards: Dynastream won the 2001 APEGGA PROJECT ACHIEVEMENT AWARD and Ernst & Young's 2002 ENTREPRENEUR OF THE YEAR Technology Sector Award. It has received support from NRC, IRAP, Industry Canada, and Western Economic Diversification.



Revenue distribution for 2003

By geography: 99% International, 1% Canada

By product: #1 product sales, #2 consulting

Cool technology used

Proprietary SpeedMax technology, Java, inertial sensors, radio frequency (RF) protocols, radio and antenna design, digital signal processing, software/firmware (read only software)/hardware design and production

Scientific research interests

radio frequency communication, digital signal processing, motion sensing technology

Education wanted of new grads

Diplomas, bachelors and masters degrees in all areas. (Co-op = YES)

History: Dynastream is a University of Alberta spin-off. Dr. Ken Fyfe of the University of Alberta developed Dynastream's patented motion analysis concept in his lab. Ken's brother, Kip, along with Jim Rooney, Shane Gerdis, Vicki Brilz and others collaborated to create the new company in 1998. Dynastream's first client was Nike in Spring 2000.

Name: "Dyna" comes from dynamic meaning moving and motion. "Stream" was chosen for its positive connotations of water in a stream.

Employee perks: Dynastream employees have a stock option program. All of its Christmas parties to date have been weekend retreats with spouses and children in the Rockies. Employees enjoy seeing select new release movies on opening day at the Cochrane Movie House, and also enjoy baseball, summer picnics, and kids' events.

Travel: Some Dynastream employees that work on its new products have the opportunity to meet customers and suppliers around the world.

What are their plans for the future?

More partners: There is a growing need to digitize the motion of physical objects, which includes animals like horses and machines. Dynastream is looking to team up with more partners with creative ideas for applying its technology to create new products.

Clients needing consulting: Dynastream offers its expertise as consulting services, and is looking for clients that need help in those areas. (See cool technology used.)

What kind of people work there?

Team / Departments	Positions	Current Employees	Employees Needed
Technical Team	digital signal processor, software and hardware design, radio frequency systems, mechanical packaging	na	Yes
Operations	production, manufacturing testing, procurement	na	Yes
Marketing & Sales (Commercial Team)	marketing, account management, product management, direct sales, corporate communications	na	Yes
Finance/Accounting	corporate finance, investor relations	na	No
Senior Management	President and CEO, Chief Commercial Officer, Chief Financial Officer, Chief Technical Officer, Project Manager, Operations Manager	na	No
	Total	na	Yes



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