ADVANCED MYOGRAPHIC TECHNOLOGIES

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Taking Acoustic Myography to a Higher Power™

FOR IMMEDIATE RELEASE

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Advanced Myographic Technologies (AMT) announces it has been chosen by Helle Dueholm Inventor, Founder and CEO of FinesseBridles of Denmark to be its North and South American distribution, marketing and sales partner in the worlds western hemisphere. FinesseBridles are being made available to purchase directly on AMT's website: www.myographytech.com/finessebridles to all commercial Equestrian Retail Store locations, Horse Show facilities (permanent and temporary), and online catalogue companies as well as to the general public. AMT

The Story about FinesseBridles

FinesseBridles are designed with a unique neckpiece on all the models without any exceptions.
This is the only bridle in the entire world that has gone through scientific testing on a university level.
In 2020, Copenhagen University of Denmark, commissioned a scientific study of the FinesseBridles and found it highly recommended that FinesseBridles are designed for the health and welfare while we exercise our lovely horses. You can learn more in this month's Elite Equestrian Magazine Feature Cover Story "A Proven Effect" with Helle Dueholm:
https://issuu.com/weedy123/docs/ee_cover_finesse_bridle_pages_ee_may_june_23_issue?fr=sMWFmODU5ODQ2NDA

The ***SOFi M² ™*** could easily measure the muscles functions being calmer and equally working on both sides with fewer pain strikes compared to a standard bridle, said Helle Dueholm, "I want to personally thank Associate Professor at University of Copenhagen Adrian Harrison, DVM Emilie Gertz and DVM Katja Gebara for their curiosity and questions and now have indisputable proof of an actual anatomically correct bridle. I wouldn't have proceeded with FinesseBridles if it wasn't for their scientific research and its irrefutable proof."

A muscle and suspensory ligament diagnostic tool known as the *"SOFi M² ™"* was used to conduct the scientific research.

It is concluded that anatomically designed bridles result in physiological measurements of neck muscle function that reveals a greater degree of regularity during periods of exercise at three different speeds, as well as fewer transient and powerful contractions, referred to in this manuscript as "spikes". These findings lend weight to published data that document that ill-fitting equine tack not only results in pressure on the cranium of horses but also increases heart rate and eye temperature. The use of such anatomically designed bridles as those tested in this study appear to have a positive effect on muscle performance... particularly the unique FinesseBridles!

For further info go to: (https://myographytech.com/wp-contentuploads/2023 /03/Gertz-2020-OJVM.pdf) to Read the Published Study.

The Technology

Have you ever tried fitting a finger under the neckpiece of your bridle after having tightened it?
You almost can't fit a finger under there, can you??

Engineers and other experts are behind this unique design from the technology applied in hospital mattresses used for bed-bound patients. It is not memory foam, but a uniquely designed fiber-material that allows the blood flow to remain intact in the parts of the body in contact with the material.
Helle Dueholm said, "I wanted to validate my unique design and learned about Advanced Myographic Technologies and SENTIO Holdings a small company, founded by Dr. Adrian Harrison, PhD., based just north of Copenhagen." Indeed, the ***SOFi M2 TM*** was originally made and tested in Denmark, where it was first invented, and today it is manufactured in the USA by Advanced Myographic Technologies which now owns the patent, trademark and licensing for this innovative invention internationally. The ***SOFi M²*** TM system uses very sensitive sensors to measure the pressure waves that skeletal muscles generate when they are active. This means that every time a horse uses a skeletal muscle to move a limb or to adjust its neck or back, small pressure waves are created as the muscles shorten and then relax again. It is precisely these pressure waves that look at the way every move made by a horse, whether it be walking, trotting, cantering or jumping can be measured and analyzed.

For further info go to:(https://myographytech.com/wp-contentuploads/2023 /03/Gertz-2020-OJVM.pdf) to Read the Study

FinesseBridles is now available Online for Sale in the U.S. by https://myographytech.com/finesse-products/

The *SOFi M2 TM* and AMG can provide you with valuable information about your muscle function that you cannot get from other medical instrument devices available, such as sEMG or other traditional imaging devices. By using this technology, *SOFi M2 TM* can:

- **Detect changes in muscle hydration content by measuring and analyzing sound waves generated by the muscle fibers.**
- **Detect muscle imbalances that may affect your Balance, Strength, and Performance.**
- **Locate muscle injuries that may not be visible or palpable.**
- **Monitor muscle recovery and healing after injury or surgery.**
- **Evaluate muscle response to different treatments, such as medication, therapy or supplements.**
- **Optimize muscle training by adjusting intensity, frequency, duration and type of exercise.**
- **Prevent muscle injuries by identifying risk factors and implementing preventive measures.**
- **Enhance muscle performance by improving coordination, timing and overall symmetry.**
- **Be used by manufacturers in the research and development of many products beneficial to both Human and Animals.**

The ***SOFi M² TM*** is a revolutionary diagnostic biofeedback medical instrument that can help you achieve better health and performance outcomes. If you are interested in learning more about the ***SOFi M2 TM*** or booking a Live demo or a baseline test, please visit https://myographytech.com/ or contact Advanced Myographic Technologies direct at mail@myographytech.com .