



MX 2016

MIPS 10 SERIES HELMET

MIPS

People love to be active. Let's keep it that way...

There are now many styles of helmets to choose from, old and new, but only the new generation of helmets are equipped with the Multi-directional Impact Protection System (MIPS). MIPS is a revolutionary technology, adding more protection. To identify the new generation of helmets, look for the little yellow MIPS logo.

How you fall if you fall

Most helmets are tested only by dropping them vertically onto a flat surface. MIPS technology is the hard earned result of over 19 years of studies and testing by some of the world's leading researchers and brain surgeons, based on a different principle – reality. Because in reality when you fall, your head usually hits the ground at an angle, creating a rotational force that leads to strain in the brain. With MIPS, the helmet can absorb more of that rotational force, adding better protection than helmets not equipped with MIPS.

Mimicking the brain

The secret behind MIPS', patented technology derives from the human brain. The brain is surrounded by a low-friction cushion of cerebrospinal fluid that protects it by allowing it to slide slightly on impact. MIPS Imitates the brain's way of protecting itself by giving the helmet its own low-friction layer between the outer Shell and the liner, which also slides to absorb a portion of the energy created by an angled blow to the head. This can reduce the rotational force otherwise transmitted to your brain. The combination of the brain's own protection and MIPS therefore provides more protection than a helmet without MIPS technology. Very simple and very effective. MIPS mirrors the brain's own intelligent protection system and provides an additional element to helmet safety.

Land on your feet, even when you don't

The MIPS patented technology was developed by some of the world's leading researchers in biomechanics and neuroscience at the Royal Institute of Technology (KTH) and the Karolinska Institute in Sweden. You can see for yourself the difference in an angled impact between helmets with and without MIPS. With exactly the same speed and angle, the results are very different. The pictures speak for themselves – the more red areas, the more strain in the brain. Gain peace of mind by helping to protect your brain with a new standard of technology currently on the market, MIPS.

When it comes to safety, a helmet with MIPS is the obvious choice.

Finite Element model illustrating strain in the brain from a similar angled impact when the user is wearing a helmet without MIPS and a helmet with MIPS.

