



Right in time -

App-controlled Heatable Capsule Collection launches in Retail and online

Exclusive partnership of Deutsche Telekom, AlphaTauri and Schoeller

Berlin, December 2020 - How many jackets do you need to get through all autumn and winter temperatures? Soon, a single model could be enough. And what if everyone could regulate the warmth of their jacket individually and adjust it to their personal comfort factor? And all this with a product without compromise, where well thought-out design and intelligent material merge with technological expertise? To achieve this goal, three leading companies brought together their core competencies.

Together, Telekom, AlphaTauri and Schoeller are launching a technological innovation: the Heatable Capsule Collection - a heatable jacket or vest that can be controlled via app - which demonstrates the profitable properties of fashion can already have today.

With the Heatable Capsule Collection, which will be pre-launched in a limited edition on December 7, 2020 and officially launched at im Januar 2021, the temperature can be individually regulated and adjusted to suit the feel-good factor. This is made possible by the combination of app and innovative e-soft shell. Once connected via Bluetooth, the smartphone becomes a smart control unit for the heated garment. By simply typing, different heating zones are controlled, the heating intensity is adjusted or the heat supply is stopped at any time. Added to this are well thought-out design and intelligent material with technological expertise - brought together by the core competencies of three leading companies.



Deutsche Telekom contributed the technological component, AlphaTauri designed the collection and Schoeller Textil AG developed the heating technology and the textiles and electronic components used. The Heatable Capsule Collection starts with a jacket and a vest in two color variations. The wearer determines the degree of warmth of the vest or jacket. The garments are controlled via app. This allows individual zones in the area of the pockets and kidneys to be warmed.

The collection for men and women is aimed at a lifestyle- and technology-oriented target group, the so-called "urban explorers". It is suitable for all cooler weather conditions throughout the seasons and is also practical when travelling, hiking or doing sports. The partially heatable vest can be worn alone or under a jacket.

The individual feel-good temperature can be adjusted for jacket and vest with two heating levels. With the Schoeller®-E-Soft-Shell heating technology, the warming function is fully integrated into the textile and can therefore be as close to the body as possible. In addition, the built-in sensor technology enables the temperature of the microclimate inside the jacket to be measured.



A further development of the jacket with additional features is already being planned, in which connectivity, but also artificial intelligence, will continue to gain in importance.



Facts about the sales launch

The Heatable Capsule Collection will be available in limited edition from December 7, 2020 online at AlphaTauri and in AlphaTauri stores in Austria. From January 20, 2021, the Capsule will also be available in selected telecom stores and selective retail stores such as BSTN (Munich), Overkill (Berlin & Cologne), Allike (Hamburg), Engelhorn (Mannheim), Breuninger (Stuttgart, Leipzig).

Jacket and vest are available in two colors and sizes from S to XXL for men and XS to XL for women and cost 699.90 Euro (jacket) and 399.90 Euro (vest).

Press contact for further information & high resolution pictures:

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Further information about the Heatable Collection

Cooperation shows the best of three worlds

With the Heatable Capsule Collection, the cooperation partners show how fashion can be developed profitably for the customer through connectivity.

Telekom as a leading European telecommunications company is responsible for the technology. This includes the app that allows users to control the degree of warmth of their jacket individually and easily. If the warming function is not needed at the moment, the integrated Powerbank can also be used to recharge the smartphone while on the move.

Antje Hundhausen, Founder Telekom Fashion Fusion and VP Brand Experience, Telekom:

"We want to offer customers products with real added value. On the way to becoming a digital lifestyle brand, we are continuously working on improving individual lifestyles. The Heatable Capsule Collection is a beginning to revolutionize fashion through technology. It makes everyday life - no matter what the weather - more comfortable and fashion more interesting. Over the next few years, 5G technology will network everything so that further fascinating applications are possible. Because technology does not stop at fashion.

AlphaTauri, as a "stand-alone" premium fashion brand from Red Bull, inspires with functionality and smart features. Intelligent designs with a high feel-good factor in a metropolitan style distinguish the AlphaTauri collections.

Ahmet Mercan, Head of Global Consumer Products bei Red Bull und General Manager von AlphaTauri:

"For AlphaTauri, innovation is key! The Heatable Capsule Collection is an example of how true customer value can be created through expertise and a shared mind set: only where players are willing to challenge the status quo can novelty and innovation be created. This collective capsule also bears the AlphaTauri design signature: a fusion of fashion, function and innovative features with benefits for the wearer!

With its innovative textiles and technologies, the company Schoeller Textil AG rounds off the cooperation. As an experienced "Smart Textiles" company, Schoeller is responsible for the E-Soft-Shell heating technology, the textile materials and electronics used in the collection. At the heart of the heating technology is a heatable lining fabric containing a network of conductive yarns. The design allows an individual, flexible definition of textile-integrated heating surfaces. In combination with other Schoeller fabrics and technologies such as corkshellTM for additional thermal insulation, the result is a high-performance material concept which, in combination with finely tuned electronics, sets new standards in terms of heatable clothing.

Siegfried Winkelbeiner, CEO of Schoeller Textil AG:

"We are proud that with the E-Soft-Shell heating technology and our innovative textiles and technologies we were able to make a significant contribution to the functionality of the collection. For Schoeller Smart Textiles are a strategic focus for an exciting textile future. For us the cooperation means a great learning effect and a first presence of our heating technology in a commercial product".