



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 the temperatures of autumn and winter? Before long, a single model might be enough. And how would it be if everyone could regulate the warmth of their jacket individually and adjust it to their personal comfort factor? And with a product that makes no compromises, blending thoughtful design and intelligent materials with technological expertise? For this goal, three leading companies brought their core competencies together.

Telekom, AlphaTauri and Schoeller are jointly launching a technological innovation: the Heatable Capsule Collection - a heated jacket or vest that can be controlled via an app - which demonstrates the profitable properties that fashion can have these days.

With the Heatable Capsule Collection, which will be pre-launched in limited edition on December 07, 2020 and will officially hit stores in January 2021, the heat can be individually regulated and adjusted to the personal comfort factor. This is made possible by the combination of app and innovative e-soft shell. Once connected via Bluetooth, the smartphone becomes the smart control unit of the heated garment. With a simple tap, different heating zones are controlled, the heating intensity is adjusted or the heat supply is stopped at any time. Added to this are sophisticated design and intelligent materials 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 textiles used as well as the electronic components. 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 him/herself. The garments are controlled via app. This allows individual zones in the area of the pockets and kidneys to be heated.

The collection for men and women is aimed at a lifestyle and technology-oriented target group, the so called "Urban Explorer". It is suitable across all seasons for all cooler weather conditions and is also practical when traveling, hiking or playing sports. The partially heated vest can be worn individually or under a jacket.

The individual comfort temperature can be set for both jacket and vest via two heating levels. Thanks to the Schoeller® E-Soft-Shell heating technology, the warming function is fully integrated into the textile and can therefore work as close to the body as possible. In addition, the built-in sensor system allows 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 limited edition of the Heatable Capsule Collection will be available online at AlphaTauri and in AlphaTauri stores in Austria from 07.12.2020. From 20.01.2021, the Capsule will also be available in selected Telekom Shops and selective retailers such as BSTN (Munich), Overkill (Berlin & Cologne), Allike (Hamburg), Engelhorn (Mannheim), Breuninger (Stuttgart, Leipzig).

The 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 euros (jacket) and 499.90 euros (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 profitably enhanced for customers through connectivity.

Telekom, as a leading European telecommunications company, is responsible for the technology. This includes the app, which allows users to individually and easily control the level of warmth in their jacket. If the heat function is not needed at the moment, the integrated powerbank can also be used to charge 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 our way to becoming a digital lifestyle brand, we are continuously working on improving individual lifestyles. The Heatable Capsule Collection is a start to revolutionizing fashion through technology. It makes everyday life - no matter what the weather - more comfortable and fashion more interesting. In the next few years, 5G technology will network everything in such a way that further fascinating applications will be possible. Because technology doesn't stop at fashion."

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

Ahmet Mercan, Head of Global Consumer Products at Red Bull and General Manager of AlphaTauri:

"For AlphaTauri, innovation is key! The Heatable Capsule Collection is an example of how true added value for the customer can be created thanks to the respective expertise and a shared-mind-set: only where players are willing to question the status-quo can novelty and innovation emerge. This collectively created 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, textile materials and electronics used in the collection. At the heart of the heating technology is a heatable lining fabric that contains a network of conductive yarns. The design allows individual, flexible definition of textile-integrated heating surfaces. Combined with other Schoeller fabrics and technologies such as corkshell™ for additional thermal insulation, the result is a high-performance material concept that, 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 we were able to make a significant contribution to the functionality of the collection with the E-Soft-Shell heating technology and our innovative textiles and technologies. 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."