



Proudly Introduces

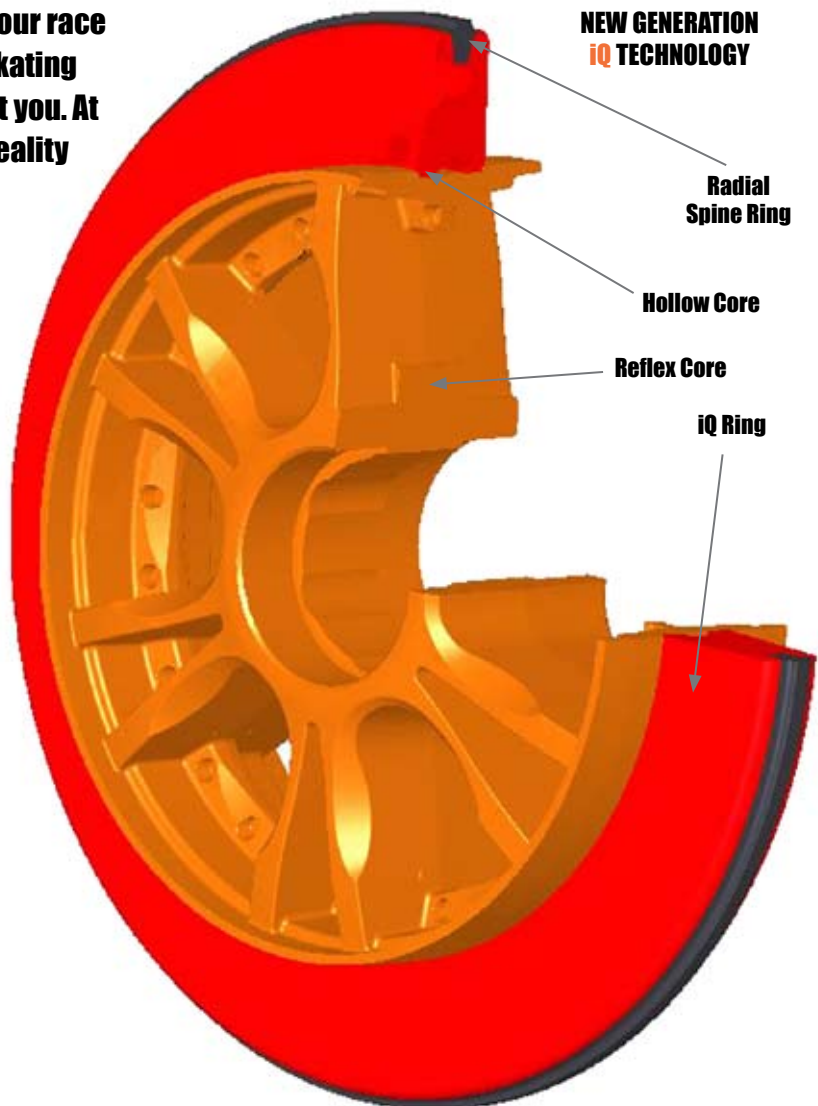
iQ TECHNOLOGY

by: Doug Glass - VP, Atom Wheels

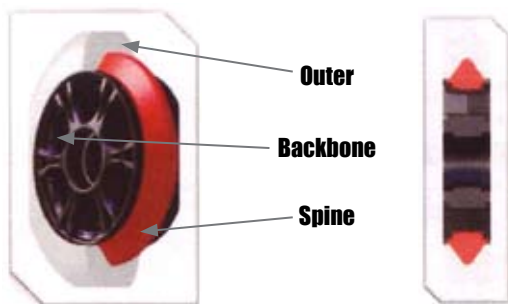
Imagine a skate wheel that anticipates your race day needs, adjusting to your individual skating style, working with you instead of against you. At Atom Wheels, imagination has become reality with the introduction of iQ TECHNOLOGY!

What is iQ Technology?

Designed to mimic the footprint and handling characteristics similar to that of a car with positraction, skate wheels utilizing Atom's patented iQ Technology adjust to the track surface as you apply pressure, knowing where and when you need grip. iQ Technology is a four piece component consisting of a Solid Core, Urethane iQ Ring, Radial Spine Ring and the outer urethane. The Radial Spine Ring is shaped to provide support while increasing rebound. More importantly, it acts as a spring board off the backbone of our Solid Reflex Core.



FIRST GENERATION - iQ TECHNOLOGY



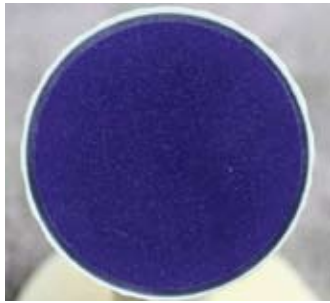
The Evolution of iQ Technology

Atom Wheels has been working diligently on the research and development of iQ Technology for over 5 years. During that time, the 'working' brand names may have changed, but the vision and development has remained in the hands of those who have participated in the process from the very beginning.

Typical in the research and development process of a breakthrough product such as iQ Technology, several trial and error versions were created. While the first generation iQ technology never made it to market, it was instrumental in achieving the most technologically advanced wheel ever made. No other

(cont. on back)

company or brand in the world offers a wheel that you can adjust the profile and/or shape of the contact point. The single most important point of any wheel is the point at which it makes contact with the surface you're skating.



Cross-section of a golf ball

Taking a 'Golf Lesson'

Golf ball development has changed the game more than any other advancement in the past 10 years. Regardless of club choice or human strength, the ball would not be going the distance it does without the modern technology packed inside! A golf ball fly's its maximum

distance when it travels at its maximum speed. This is accomplished by minimum distortion and spin. No ball has aerodynamics when it is distorted. The impact of a golf club distorts the ball, today's technology minimizes that distortion with special materials that decompress the ball at a rapid rate. The initial compression is imperative to the ball speed and distance, without compression the ball is dead and has lower speed and less ball flight. However, the rate which the ball returns to its original shape is just as important. These same principles can be found in Atom's iQ Technology!

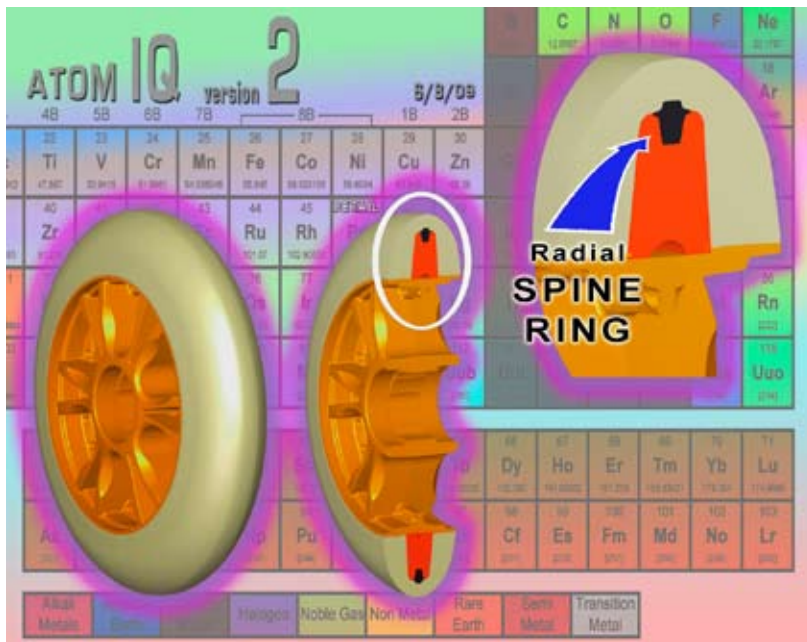


iQ Technology is the answer in ultimate wheel performance.

2. Radial Spine Ring: This is our patent protected ring which provides decompression at a rate twice as fast as any other wheel on the market today. Similar to that of a golf ball, when you compress your wheels through the turns the faster a wheel returns to its original shape the better. Our Radial Spine Ring is calibrated to maintain the trueness of a wheel in the turns and straights from vertical position. The spine will enhance the overall roll in the corners and straights for road and track racing. This amazing feature is only available with iQ Technology.

3. Backbone: Backbone is a very important surface which supports the entire iQ and Radial Ring. Without a solid backbone, any type of additional urethane, plastics or mechanism placed under the Outer urethane will slow down performance. During the development and design stages of our Atom Reflex Core, we had iQ in mind. The Atom Backbone is strong, stable and most definitely unique.

4. Outer: None of the above mentioned is worthy of ultimate performance if the outer urethane is not superior. The same *ONE, FLY, BITE* and *Whip GO* urethanes that are dominating races all over the world in marathons, track, road and indoors are used over the top of our iQ Technology. We have taken our industry-leading wheels, already achieving inconceivable results and pumped them up with Atom's Revolutionary iQ Technology!



iQ - What Makes Up Our New Technology?

1. iQ Ring: A poured Urethane ring which acts as a positraction device allowing you to feel the push to the very end of each stroke. The iQ Ring has intelligence, knowing you only need as much out of it as you put in to it. In other words, the wheel is going to grip when you need grip and roll when you need roll. Our final iQ Ring has been designed with a hollow area where the backbone and iQ ring meet. This area provides a place for heat dispersion. When urethane moves at a very fast pace (expanding and contracting) it becomes warm or even hot. We have created a cooling mechanism that improves wear and overall performance.

The Bottom Line

Atom's new iQ Technology makes it possible to be more aggressive in the turns, carry more speed down the straights, allowing your wheels to do the work. *Atom Wheels amazing iQ Technology - establishing the next level of premium speed. Inline racing around the world will never be the same.*

Nistevo Skate MFG, LLC
8925 Orion Dr. NE, Suite E Lacey, WA 98516
tel: 360.456.8628 • fax: 360.438.7352
www.atomwheels.com