The future of SUP is here and now - it is now smart and self-inflating

SipaBoards introduces SipaAPP and new entry-level self-inflatable

SipaBoards, the team that introduced the world's first smart electric SUP, is continuing the revolution in its second already funded Kickstarter campaign with the trend-setting **SipaBoards Neo**, an entry-level board from the company's self-inflating Air line. An affordable quality board starting at $590 is an absolute game changer. Campaign ends on May 20.

Along with the Neo, SipBoards also announced its mobile **SipaApp** that will add a slew of great features to SipaBoards' entire range of paddleboards. It will show paddlers the PSI in their boards, track their paddling sessions, and include an indispensable anti-theft alarm and board finder among other things.

On Kickstarter SipaBoards is presenting its new line, the SipaBoards Air, the world's first self-inflating SUP, which works with a simple swipe of a magnetic switch. In addition to saving paddleboarders precious time and energy, and encouraging more people to get out on the water, SipaBoards Air models feature world-class design and extremely advanced production techniques. The newest member of the self-inflating SUPs of the future is the SipaBoards Neo, which offers all the technological advantages of the SipaBoards Air line for an extremely affordable price, without cutting any corners in production.

The SipaBoards Neo is an exciting new launch, which the company developed together with its Swiss production partner. Production itself is already gearing up, as SipaBoards knows its backers want to get out on the water as soon as possible this year. The new board will open up SipaBoards' technology to virtually any paddler, giving them a top-class board for an incredible price. Company founder **Sebastjan Sitar** stresses that the Neo is SipaBoards' answer to the company's vision to spread standup paddleboarding to as many people as possible:

"The Neo is our entry-level paddleboard. All of our SUPs ride great and hold a lot of weight. The Neo is smaller all around and meant for slightly lighter paddlers (under 100kg/225lbs), so in saving on material we can offer an awesome price, and still maintain all the advantages and quality of our self-inflating Air line. SipaBoards Air models focus on self-inflation and are perfect for those who want to get out on the water quickly. Our Drive line is meant for beginners and families, who can benefit from the occasional use of paddle assist with the boards' jet engine. Our solutions make paddling fun for everyone."

The SipaBoards Drive was an international hit, picking up a **Red Dot Award** for its design and shipping to customers on 5 continents. After last year's successful Kickstarter campaign it is the only smart SUP in the world to feature both self-inflation and an electric motor assist system

Both the Drive and Air lines are available in the **Cruiser** and **All-Rounder** models. The Air also features the **Balance** model for yoga on the water, and fishing enthusiasts will love the **Fisherman Drive**.

The SipaBoards AIR video with transcripts in English, German and Japanese is available for download in HD quality, as well as a full press kit with hi-res photos. Contact **Nina Čavž** at nina@sipaboards.com or +386 41 89 69 84 for more information and test-drive inquiries.

This PR release is also available in html and Word doc form.