



New Patented Device is a Scientific Approach to Finding the Correct Shoe

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Calgary, AB: In 1925, Charles F. Brannock invented the "Brannock Device" which has become the gold standard for computing a person's shoe size. However, the Brannock Device does not take into consideration an important component of shoe fitting: the curvature (or last) of the foot. Yet every shoe, and every shoe model, is built with specific, and different curvatures (lasts) to optimize fit and comfort.

With research beginning in 2010, Dr. Ferber and his team have patented a revolutionary way to scientifically determine the correct shoe for you: The LAST device (Length Arch Shape Technology). The LAST is 1) a measuring instrument and 2) a specific method for determining three fundamental aspects of your foot morphology to best fit a shoe: 1) foot length, 2) foot width, 3) foot curvature (last).

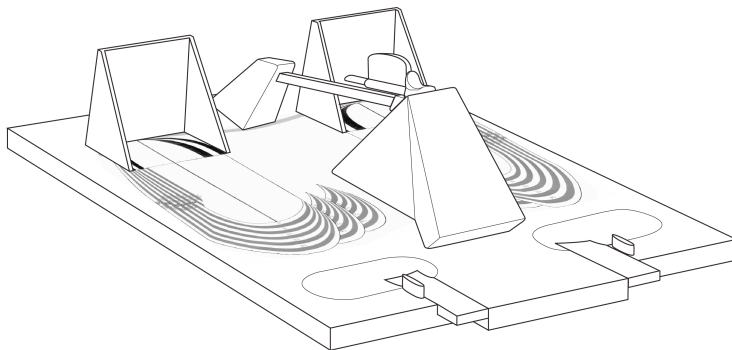


Figure 1: The LAST (Length Arch Shape Technology) US Provisional Patent US 61/816,951.

At the Running Injury Clinic, one of the most scientific and advanced sports medicine clinics in the world, the LAST device is combined with scientific measures of foot biomechanics. Using the internationally recognized 3D GAIT system to measure how an individual walks and runs, this revolutionary "Footwear Formula" is an objective, definitive, and scientific approach to understand how foot mechanics, foot shape, and anatomical structure are inter-related.

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**Media Contact:** Reed Ferber Ph.D., ATC  
Director and Chief Scientific Officer  
403-460-5642  
[rferber@ucalgary.ca](mailto:rferber@ucalgary.ca)