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MEDIA RELEASE

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KANARA MOBILE APP BRINGS GAMIFICATION TO GLOBAL KITESURFING COMMUNITY

[11 December 2020] Kitesurfers can now sync their smartwatch or smartphone to the KANARA Kitesurfing app, track sessions, connect, compete with other riders and earn points and rewards for performance.

Adventure enthusiasts around the world are known for chasing waves and wind from continent to continent, following competitions and seeking the adrenalin rush and freedom that only nature provides.

The global Covid-19 lockdowns has brought many industries to a stand still, disrupting travel plans and events, but thanks to the innovations in technology, the fun and thrill of competition is not lost to the kitesurfing community.

The recently launched KANARA mobile application allows riders and fans to track and measure their sessions against their colleagues on the water: even if they are hundreds of miles away.

As kitesurfing and related water sports increase in popularity, new technologies are being developed and adapted to improve the way the global community connects and competes. KANARA is collaborating with veteran developers and athletes in the quest for the ultimate water sports app.

KANARA is a free mobile tracking and challenge application available on [Android](#) and [iOS](#) where sailors, kites, athletes and fans can turn their favorite sport sessions into a game.

It is currently compatible with [Garmin](#) and [Suunto](#) smart watches and GPS enabled devices. With more hardware and software integrations planned in the future, it will ensure as many kiteboarding and water sports enthusiasts as possible can participate in the fun of KANARA.

Alejandro Latorre Otero, KANARA's CEO, explains: "When we decided to undertake this project we were driven by a shared love for sport, the community and the environment. In these changing times we are focused on providing more fun, healthy competition and collaboration to our fellow athletes."

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Launched in Valencia Spain, The KANARA Project has three objectives: to encourage healthy and fun competition among riders; provide a platform that supports trade and waste reduction in the water sports industry and support individuals and groups that promote sustainability in communities around the world.

How it works?

Download the KANARA Kitesurfing app for Android or iOS and sync your smartwatch or kite tracker. The application gamifies sessions on the water, analysing and assigning points based on the sport performance. The more points a user earns, the more possibilities they will have to exchange them for rewards.

You can also use the KANARA Kitesurfing application to connect with athletes from all over the world and create customised speed and distance challenges of player versus player where the winner takes all the points in the contest.

Athletes from around the world are signing up to enjoy the ultimate in sportsmanship as they engage wind and waves and show off their skills.

The app already has users in over 40 countries and 170 cities.

It is available globally and is open to men and women with a minimum age requirement of 18 years to sign up individually. Younger users can participate with the consent of their parents.

"We invite you to join the community and help us to develop the ultimate app for kitesurfers and watersports lovers everywhere," concludes Alejandro.

Resources

Website: www.kanarakitesurfing.com

Contact Email: hello@kanarakitesurfing.com

Google Play Store Link:

<https://play.google.com/store/apps/details?id=com.sports.kanara&hl=es&ah=Hi4pLdyOxwPpwPavRSLycSJQLKY>

Apple App Store Link: <https://apps.apple.com/app/id1529652265>

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On behalf of: Kanara KiteSurfing

For more information contact: Kim Webster on 082 2275209 or kim@websterbiz.co.za.

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