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Super Sequel for Back to the Future Day: Arx Pax Reveals Next-Gen Hoverboard

*“The Future” has finally arrived with US Patent for the world’s first hoverboard
Quieter, sleeker, more energy-efficient Hendo 2.0 is ready to ride*

Los Gatos, Calif., Oct. 15, 2015 — Fun seekers, film fans and futurists everywhere have something to celebrate: Arx Pax, inventor of Magnetic Field Architecture (MFA™) and the world’s first real hoverboard, will unveil its next-gen hoverboard—Hendo 2.0—on October 21, 2015. Its more true-to-skateboard-like design was inspired by close collaboration between Tony Hawk and Arx Pax’s design team. “Getting Tony’s feedback made a huge difference in our design approach,” said Greg Henderson, Arx Pax co-founder and CEO. “After some long discussions, we all agreed that the hoverboard should be as intuitive as possible, so we used a traditional deck as the user interface.” This thinking also led the team to modify actual skateboard trucks as part of the structural control system.

Hendo 2.0 features a sleeker design, improved rider control and quieter hover engines to bring hoverboard fans around the world one step closer to the board everyone has yearned for since Marty McFly hovered across our movie screens 26 years ago. Bob Gale, the prescient screenwriter/producer who created the original hoverboard concept for BTTF movies, said after a recent visit to Arx Pax, “It was a total high riding the Hendo because it embodied what we were trying to create in 1989. The Hendersons’ movie-inspired technology has led to not only a functional hoverboard, but also other fascinating hover applications.”

The Arx Pax team timed the Hendo 2.0 release to celebrate the iconic “destination time,” from BTTF Part II: October 21, 2015. That said, MFA is no mere movie special effect. The technology has the potential to revolutionize numerous markets, including transportation, industrial automation, structural isolation, space, entertainment/recreation and education.

“We’re thrilled to be associated with BTTF’s imaginative technologies, especially since ours is now a reality,” said Jill Henderson, co-founder and Chief Communication Officer at Arx Pax. “Our second-generation hover engines, which power Hendo 2.0, are stronger, more efficient, and open up new possibilities for the way we transport objects and people. We’ve all heard of wearables; it’s time to start thinking about moveables.”

Arx Pax developed this more intuitive and easy-to-ride board for its passionate Kickstarter backers with help from local partners like Santa Cruz-based Caliber Truck Co. and Hayward-based Farasis Energy.

Key improvements of the Hendo 2.0 Hoverboard:

- **Skateboard-like deck** for improved rider control with a familiar user interface;
- **Improved power system** with additional charging and power management features, USB connectivity and longer battery life;
- **Better traction** using modified skateboard-style trucks integrated with the hover engines to provide more intuitive control;
- **Simplified engine controls** for users to easily connect and disconnect;
- **Wireless safety switch** that allows the user to turn the hoverboard off remotely;
- **Stronger hover engine performance** from a more efficient design; and
- **Sleeker profile and improved balance** due to advanced engine design that employs a modular MFA array for enhanced performance.

About Arx Pax

[Arx Pax](#), LLC is the Silicon Valley technology company that invented the patented Magnetic Field Architecture (MFA) technology, a more efficient way to transmit electromagnetic energy. Strategic applications of MFA technology and the use of MFA-based hover engines include structural isolation, recreation and entertainment, industrial automation, and transportation. MFA will fundamentally change the way people work, play and live. For more information, please visit www.arxpax.com. Patent No: US 9,126,487 B2.

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