

ACTIVE LINXX

Be Fit, Stay Active!



FITLINXX SYSTEM™ OVERVIEW

YOUR PARTNER IN FITNESS TECHNOLOGY

Everybody has the power to improve their health – they just need the right tools to support them, and the FitLinxx System has helped millions of people attain their fitness goals. It provides workout tracking technology that improves member engagement, helps staff better assist members, and gives fitness facility members the support and motivation critical to developing positive workout habits.

ActiveLinxx is the power behind the FitLinxx System, continuously improving the technology by providing new and improved features, combined with cost-effective technical service and support solutions.

FitLinxx is an exercise workout tracking system that attaches directly to fitness equipment, adding an extraordinary “intelligent” dimension to the workout experience. The System learns users’ exercise programs and automatically tracks their progress over time. The FitLinxx System is networked into a central database that stores workout data and provides members and staff access to a wealth of information to help them improve.

HOW DOES THE FITLINXX SYSTEM ENCOURAGE A BETTER WORKOUT EXPERIENCE?

- It automatically captures the user’s workout data, leading to increased exercise adherence and member loyalty
- It coaches members individually through their workout, which provides a level of safety and confidence during every exercise
- It contains instructor tools that strengthen the connection between staff and members, helping fitness instructors better coach members through workouts
- It provides the motivation that leads to improved member engagement, adherence, and referrals



FitLinxx is an open system, compatible with over 1,000 models of fitness equipment from various major equipment manufacturers. The FitLinxx System can be found in many YMCA's, commercial fitness facilities, universities, rehab centers and hospitals.

HELP MEMBERS GET THE MOST OUT OF THEIR WORKOUTS

MEMBER ATTRACTION

Most prospective members are either new to exercise or are returning to exercise after an extended absence. The FitLinxx System helps turn prospects into members by demonstrating a facility’s commitment to their success with easy-to-use technology that will help them not only meet, but exceed their goals.

MEMBER ADHERENCE

Fitness adherence occurs naturally when a member experiences the positive emotions and physical changes that come from regular exercise. Unfortunately, many exercisers do not get over the initial hurdles to lifestyle change and drop out before they reach this point. FitLinxx bridges this gap by providing the support and motivation members need to overcome these obstacles.

A VARIETY OF BENEFITS TO FACILITY MEMBERS, OWNERS AND STAFF

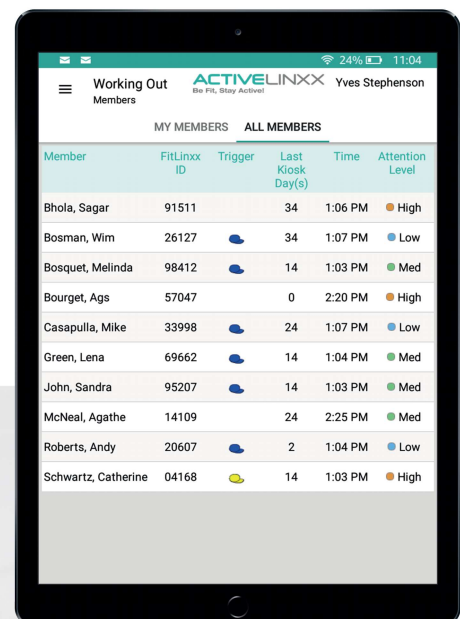


FOR FACILITY MEMBERS:

- The support and motivation needed to develop positive exercise habits
- An enhanced workout experience with interactive coaching and automatic capture of workout data, leading to rewarding outcomes that keep members engaged
- No cards, pens or keys to carry while working out – begin workouts quickly with just a personal PIN
- An interactive kiosk, website and app that lets members easily track their workouts and achievements inside and outside the facility
- FitPoints designed to encourage and reward maintaining an exercise program

FOR STAFF AND INSTRUCTORS:

- Custom exercise profiles for individuals and groups, removing the need for pen and paper while ensuring members get the best possible workout experience
- Management and communication tools that allow staff and instructors to increase productivity and detect at-risk members
- An instructor view of all members currently working out in the facility to determine those most in need of assistance
- A tablet app allowing instructors to unplug and interact with members on the fitness floor, while they exercise, building stronger connections.



FOR FACILITY OPERATORS:

- A suite of helpful devices and wellness applications to improve member attraction and retention
- Reporting tools that provide information on members and staff productivity, ensuring your facility is getting the most out of the FitLinxx System
- Tools that empower staff to increase productivity and provide facility members with a unique workout experience

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