



SUUNTO

A UNIQUE OPPORTUNITY

TO OFFER PERSONALIZED SERVICE
FOR YOUR CLUB MEMBERS

Suunto
Fitness Solution



It's not just results, it's personal

Suunto Fitness Solution offers a personalized workout experience to fitness club members, leading to more effective results and higher overall satisfaction.

Designed for daily use in group exercise and in cardio training environments.

Shows up to 72 participants' heart rates simultaneously in real-time, with color-coded training zones.

Automatically generates personal performance reports with summary data, sent to each participant by email and/or printed after workout.

Automatically creates a group report for instructors, which summarizes each person's effort in the class.

Shows and records multiple sessions in full-day recording mode – requiring little or no maintenance by fitness club personnel.

Recognizes standard Suunto heart rate belts (ANT transmission).

Still not convinced?

The same Suunto equipment is currently being used by over 100 elite teams in the NBA, NHL, NFL, MLB and NCAA to collect heart rate data on their athletes.

What does this mean for you?

Suunto Fitness Solution increases the interaction between instructors and members, enabling individually optimized workouts and providing club managers with higher revenues.

Club manager

Drives sales by:

Positioning club as premium service provider

Offering a new and unique workout feedback service to members

Increasing customer retention through the personalized workout support

Added benefits:

Supervise training sessions organized by individual instructors

Being in daily contact with hundreds of customers through performance report e-mails.

Possibility to offer personal heart rate monitors for your members to use indoors and outdoors

Increase the popularity of group and cardio training

Instructor

Enhance your classes by:

Increasing the effectiveness of the group effort

Keeping the members training in the correct level

Motivating members with real time visualization

Added benefits:

Increase the safety of workouts by monitoring how hard members are pushing themselves

Increase interaction between you and class participants

Club member

Increase customer satisfaction by:

Providing a valuable understanding of the benefits of workouts

Rewarding members with personalized results

Motivating members with energetic real time heartrate visualization of personal and group effort

Added benefits:

Creates a unique and fun experience in group workouts with active realtime display

Provides benefits from each workout in cardio and group training

Enables club members to analyze their performance whether training indoors or outdoors, by providing a comprehensive training results.



Session summary

gym logo

Session

Date: 5.11.2007
 Start time: 16:00
 Duration: 0:56:02
 Floor: Elite-Matroom
 Participants: 45
 Instructors: David Smith,
 David Lee,
 Nigel Harvey

Time in training zones

Average time participants spent in the training zones.

Zone	Percentage	Time
Manual	(~ 7%)	0:08:45
Very hard	(~ 6%)	0:16:20
Hard	(~ 46%)	0:14:23
Moderate	(~ 40%)	0:14:52
Very	(~ 9%)	0:11:09

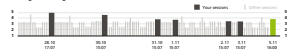
Zones are based on percentage of Maximum Heart Rate.

Avg. heart rate: 64% of max
 Avg. training effect: Improving: 3.0

Training effect per participants



Average training effect of latest sessions



This summary was generated from Suunto's Fitness Monitor.
 Read more about Suunto Fitness Monitor and other Suunto products at suunto.com

SUUNTO

A mode for any mood

With a variety of modes of operation, you can be sure that your members are getting most out of Suunto Fitness Solution, wherever they are in the club or whatever training they feel like doing at the time.

Full Day Mode for workouts in Cardio area

In Full Day Mode, Suunto Fitness Solution is only started once in the morning. Any club member wearing a Suunto heart rate belt who starts training in the designated cardio area will have their heart rate data shown live and stored automatically by Suunto Fitness Solution.

Members can choose to train on any piece of equipment with the same live feedback guiding and inspiring their training.

After the workout members receive a summary report of their session either as a printout or as an e-mail.





Single Class Mode for Group Exercise

Members are energized and informed with the visual presentation of their live heart rates.

Instructor is able to see live heart rate of every member's to guide the intensity of the session.

Live heart rates are shown with club specific color-coded training zones, which are based on the maximum heart rates.

The instructor receives a group report, which shows every member's effort, and a comparison of the session to the previous ones.

All the members will receive a personal workout summary in their email, which also can be imported directly to Suunto Training Manager Lite software.



The right package for all sizes

Just as humans come in all shapes and sizes, fitness clubs aren't all the same. That's why Suunto Fitness Solution comes in two different packages: With the Starter package you can start to experience the benefits of Fitness Solution, and with the Custom package your club can offer Suunto Fitness Solution for each individual member in your club.

Starter package

Suunto Fitness Solution software

The software can be installed on multiple computers within your club. It can be used with normal computers running MS Windows XP or Vista.



40 Suunto comfort belts

The most comfortable textile heart rate belt yet.



Team POD receiver

Measures the heart rate from the belts within the range of 100 meters. Powered by the USB port, it is able to receive data from up to 72 heart rate belts.



Custom packages

Based on your needs

Suunto offers customized packages to help fitness clubs utilize the system most effectively, for example, by providing heart rate belts and t3c heart rate monitors to each club member as a complete package.

t3c

t4c



Suunto comfort belts can be used with Suunto Fitness Solution, and Suunto t3c, t4c and t6c heart rate monitors. The t-Series heart rate monitors are also great tools to track and guide your club members training outside of the fitness club.

Suunto Fitness Solution can be customized for your club by number of training zones used, names and colors. The fitness club logo and name can be added to the visuals. The content in the e-mail can be customized according to the club's marketing needs.




Real time Heart Rate monitor



Individual Summary Report





A person is shown from the waist down, in a starting crouch on a blue gym floor. Their hands are on the floor, and their legs are extended forward. The background is a plain, light-colored wall.

" I became a personal trainer and an aerobic instructor thus helping people reach their targeted goals. Suunto has become a presence in all my daily activities, either when running, teaching an aerobic training session or practicing in the fitness hall. After about 20 years of sport, here has come the title I have long been dreaming of: World Champion in Female Fitness. The story goes on... "

Oprea Diana Raluca, ROM, World Champion '06, Fitness.
Suunto Ambassador

A heritage of reliable sports instruments

Over the past 70 years, Suunto has become a leading designer and manufacturer of sports instruments for training, diving, mountaineering, hiking, skiing, sailing and golf. Prized for our intuitive design, accuracy and dependability, our precise instruments combine the aesthetics and functionality of watches with sport-specific computers that help athletes at all levels analyze and improve their performance.

