



ACTIVIO FITNESS SYSTEM

A COMPLETE SOLUTION FOR GROUP TRAINING



WWW.ACTIVIO.SE





Get your new hotspot!

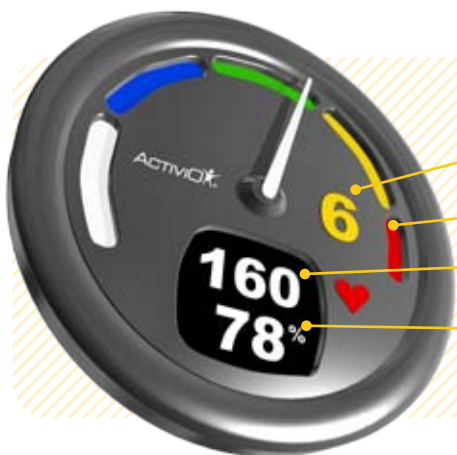
Activio is the new and revolutionary concept for heart rate based group training. Activio provides you with a unique workout experience and increases motivation and class activity. Activio is the perfect tool to attract new members and enable experienced members to develop further.

Activio is a highly effective, fun and easy-to-use concept. Thanks to the direct exertion feedback feature, Activio provides each member with a unique workout experience and a valuable tool in determining the correct exertion level for optimizing results. Activio's training system is suitable for everyone, from beginners to advanced members.

- Activio makes training more motivating and effective
- Activio attracts more members to classes
- Increased activity improves member loyalty
- Loyal members improve profitability



Before the class begins, members log on at a touch screen, indicating his or her age or estimated maximum heart rate. This is used to calculate the members' individual intensity zones.








Anonymous ID number
(same as on the chest belt)

Training zones

Current heart rate (beats/min.)

Percentage of estimated
maximum heart rate

	90 - 100 %	Maximum
	80 - 90 %	Very hard
	70 - 80 %	Hard
	60 - 70 %	Moderate
	- 60 %	Light



Improve the training with Activio

Exercising under the guidance of your heart rate creates greater possibility for your heart to control the exertion level. This creates unique and individual benefits during workout for both beginners and experienced members.

When exercising, it is important to identify the correct exertion levels. So focus on what you want to achieve. For example - develop your cardiac and physical capacity, effectively increase your metabolism or increase your muscular strength. The heart rate provides you with honest, objective and direct information on how hard you are really working and shows your progress.

For beginners, regular heart rate feedback is a fantastic aid to control of exertion level and exercising in an appropriate manner. Regular heart rate feedback increases

understanding of your body's capacity and teaches you how to achieve individual training objectives. Heart rate feedback also has a psychological effect and is experienced by many as highly motivating and fun.

The following paragraphs describe the five intensity zones, linked to the Borg-RPE-scale® for rating of perceived exertion.



Activio Intensity Meter

Percentage of max heart rate	Perceived exertion and effect	Training structure
- 60 % White zone	Light. Good zone for warming up, cool-down, well-being and recovery.	Continuous work
60 - 70 % Blue zone	Moderate. Good for active recovery. Develops basic endurance and aerobic capacity.	Continuous work
70 - 80 % Green zone	Hard. Good zone for beginners or longer distance classes. Develops the cardiovascular system and improves aerobic capacity.	Continuous work / interval training
80 - 90 % Yellow zone	Very hard. Improves aerobic and anaerobic capacity.	Continuous work / interval training
90 - 100 % Red zone	Maximal exertion. Improves anaerobic capacity. Long recovery period.	Mainly interval training

EFFECTIVE TRAINING SUPPORT

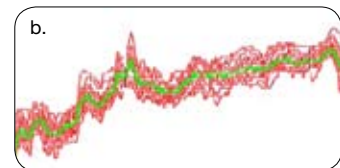
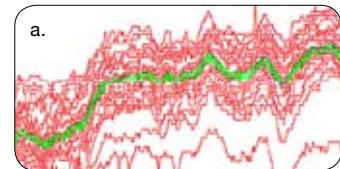
- Gives you instant training feedback
- Suitable for both beginners and experienced members, regardless of age
- Easy to identify the correct exertion level based on individual training experience and objectives
- Helps the instructor to adapt training sessions to all members in the best possible manner

KNOWLEDGE

- Increases understanding of your body and the effects of exercising
- Teaches you how to benefit the most from exercising
- Teaches you to heed physical signals

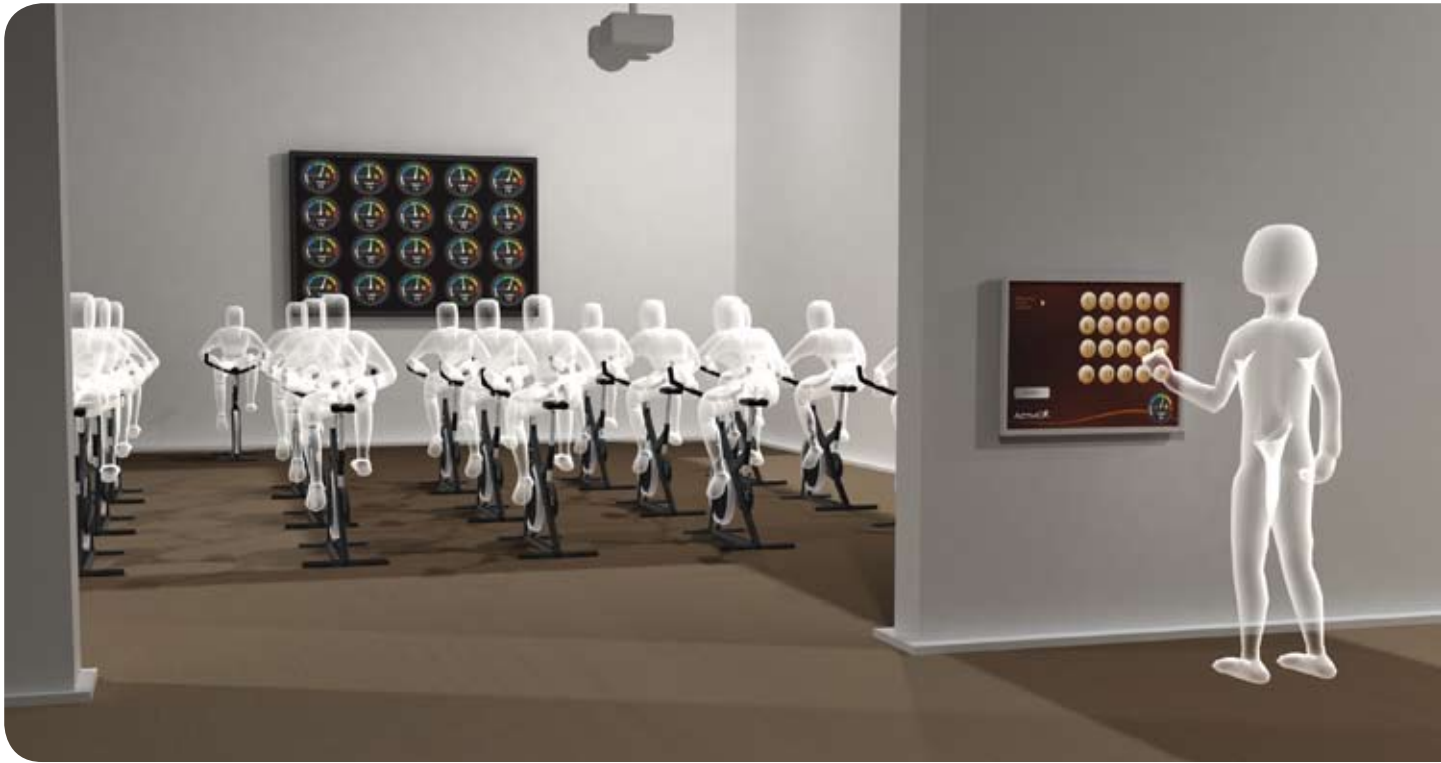
MOTIVATION

- Training is experienced as highly enjoyable, more inspiring and motivating



VISUAL FEEDBACK

Illustrations show example from a class with experienced members with known maximum heart rate. A big difference was shown when the members didn't use Activio's visual feedback (illustration a.) and when the members used feedback (illustration b.). Without visual feedback it is shown that most members to a major degree exercised with too much or too little intensity during the entire class. With Activio everyone found the right intensity level from the beginning.



How it works

Before the class begins, each member logs on at the touch screen, to calculate the individual intensity zones. Heart rate data is wirelessly transmitted and anonymously presented on the widescreen, providing the most valuable guidance for both members and the instructor.

CENTRAL UNIT

The Computer Unit controls the actual heart rate program, adapted for demanding environments.

RECEIVING UNIT

The receiver is designed to handle large quantities of data. Information from up to 100 members can be simultaneously processed.

TOUCH SCREEN

The log-on terminal consists of a solid TFT touch screen. The interface is self-explanatory, making log-on and operating very easy.

PROJECTOR

The projector is linked to the Computer Unit and displays the data on the widescreen.



DIGITAL CHEST BELT

The chest belt incorporates the latest digital technology to send heart rate data in real time. Every chestbelt is unique. Battery life is approx. 1000 hours.



Activio is a profitable investment



Activio improves all parts of business

Today, heart rate based training is a proven concept that many members can understand and relate to. Activio offers a unique solution for heart rate based group training.

The Activio group training solution has been proven to be highly valuable and directly affect member attraction, satisfaction, motivation and loyalty.

”We are happy to see that earlier members now are coming back to us. Activio is a highly valuable tool that creates loyalty and retention.”

ODD IVAR ERIKSEN, DITT TRENINGSSENTER, Norway

INCREASE MEMBERSHIP

- Activio broadens the program
- Beginners receive a valuable aid to benefit the most from exercising
- Attracts new customers from groups of all ages

IMAGE

- Activio will become your new hotspot! Activio brings added value and creates a positive qualitative image for the health club

INCREASE LOYALTY AND RETENTION

- A new valuable and motivating service that boosts interest in exercising and increases customer satisfaction
- Gives new incentives and greater energy for continued training
- Improves member activity and retention

” During 20 years in the business I have never come across a concept with such direct and positive effect for the business as Activio.

STEFAN ALEXANDERSSON
Friskvågen, Sweden

Members can now take part in an entirely new type of quality-assured training and are more than happy! This is the best workout they have ever had, and it is a true experience. There's just one word for it...
BRILLIANT!

NICLAS CARLSSON
Träningslagret, Sweden

Gives great focus on why you exercise, and it's effective, easy and fun. The members are more motivated. Thanks to Activio, we have increased satisfaction, loyalty and retention.

HENRIK PETTERSSON
SATS, Sweden

”For us and our customers, Activio is an important aid in getting members to exercise correctly and effectively.

TORE LARSEN
Spent, Norway





Succeed with Activio

1

Installation

We ensure a quick and qualitative installation together with Activio's distribution network and authorised service team. On completion of the installation, the club will receive a technical education on how to operate the system.

2

Support and follow up

We offer our costumers quick and reliable support through Activios service team, if needed . Together with a regular follow up customers are ensured a successful use of the system..



3

Marketing material

A comprehensive kit of materials is available. Add prepared marketing materials to successfully introduce Activio at your health club:

- Pre prepared posters, layouts and graphics, enabling you to add the health club's own logo
- Printer-friendly images for newsletters, e-mails, Internet publications and other marketing initiatives, both internal and external
- Banners for your website and news
- Educational presentations



MEDIA EVENTS

Activio works with media companies to add valuable content to media productions. These events are successfully used by the health clubs as well, to support the marketing campaign when introducing Activio.

CASE: VASALOPPET CROSS COUNTRY SKI RACE

The world's longest and most demanding cross country ski race. Activio has been supplier to Vasaloppet and Swedish Television since 2006 in order to deliver heart rate data to the broadcasting production. Heart rate receivers and computer units are mounted on TV snowmobiles following the top skiers. The heart rate data from the skiers is linked by satellite and broadcasted live on television.

Look for upcoming events at: www.activioblog.wordpress.com

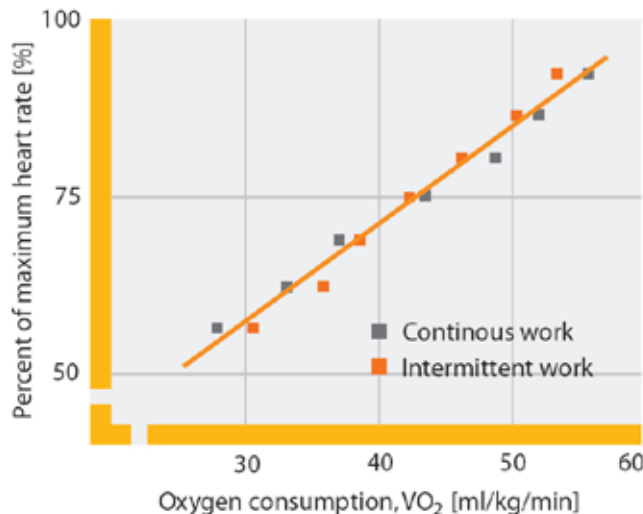


Developed with leading research

Based on the latest research results and innovative new approaches, Activio develops easy-to-use, highly effective concepts for heart rate based exercising in group environments.

Activio's systems are designed and developed in collaboration with leading organisations, both in the fitness industry and professional sports, including the Swedish School of Sport and Health Science and the Karolinska Institute. The system is also used by some

of the world's leading sportsmen and sports clubs. We consider close cooperation with leading researchers an essential tool in our ongoing efforts to develop products combining valuable functionality with the highest conceivable quality.



Heart rate feedback is valuable for all training situations. Research states that work intensity is direct proportional to an increased oxygen consumption and heart rate, both for continuous work and intermitten/interval work. This relation makes it possible to use heart rate measurement as an objective indicator to reflect work intensity, valuable when planning and performing the exercise.

” Activio's system makes it very easy for both beginners and experienced to take part in heart rate based workouts.

DR. CARL FOSTER
University of Wisconsin-La Crosse, USA

Monitoring heart rate response is a proven and effective tool for quantifying exercise intensities. Optimising training intensity is a key factor for sustaining peak performance.

DR. PAUL BALSOM, Swedish FA

To monitor team sports, the high-tech company Activio, working with the Swedish Olympic Committee, has developed a system that is right at the cutting edge.

DR. H.-C. HOLMBERG
Swedish Olympic Committee

Activio's system is a valuable tool for us. Activio's solution is very easy to use. For the players, real time heart rate feedback is highly motivating and educational. Activio's new technology creates new possibilities.

DR. LUIS SERRATOSA
Real Madrid FC



Some references

SWEDEN

ALLINGSÅS HÄLSOSTUDIO
Alingsås
ARENA Fagersta
EGO HÄLSOSTUDIO Sundsvall
ETIC FRISKVÅRD Timrå
FEELGOOD Västerås
FINNSPÅNG SIMHALL Finspång
FRISKIS & SVETTIS Alingsås
FRISKIS & SVETTIS Borlänge
FRISKIS & SVETTIS Eskilstuna
FRISKIS & SVETTIS Gothenburg
FRISKIS & SVETTIS Halmstad
FRISKIS & SVETTIS Järfälla
FRISKIS & SVETTIS Kungsbacka
FRISKIS & SVETTIS Kalmar
FRISKIS & SVETTIS Karlstad
FRISKIS & SVETTIS Kristianstad
FRISKIS & SVETTIS Kungälv
FRISKIS & SVETTIS Lidingö
FRISKIS & SVETTIS Malmö
FRISKIS & SVETTIS Norrköping
FRISKIS & SVETTIS Norrtälje
FRISKIS & SVETTIS Stockholm/KI
FRISKIS & SVETTIS Stockholm/KI
FRISKIS & SVETTIS Stockholm/Horn.
FRISKIS & SVETTIS Nacka-Värmdö
FRISKIS & SVETTIS Täby
FRISKIS & SVETTIS Uppsala
FRISKIS & SVETTIS Åkersberga
FRISKVÅGEN Varberg
FRISKVÅRDSHUSET Kristianstad
GOOD LIFE Malmö
GYMNASIUM Gothenburg/Askim
GYMNASIUM Gothenburg/Torslanda
HELEX Sundsvall
HÄLSOSKAPARNA Strängnäs
IFORM Haninge
IFORM Lidingö
JOCKS Östersund
KALIX SPORTCENTER Kalix
KRAFTKÄLLAN Uppsala
KRISTINEDALS TRÄNINGSCENTER
Gothenburg
LIFE HEALTH & FITNESS
Gothenburg
LIVSKRAFT Karlstad
LJUNGBY GYMNASITIKF. Ljungby
LOK&MOTION Karlskrona
MALKARS TRÄNINGSC. Kalmar
MEDLEY Stockholm/Odenplan
MEDLEY Stockholm/Vasalund
MEDLEY Linköping
MER Gothenburg
MITTGYM Åmål
MÅ BÄTTRE Ludvika
OASEN BAD & MOTION Stockholm

SATS HANINGE Stockholm
SATS KARLSKRONA Karlskrona
SATS KARLSTAD Karlstad
SATS KOMPASSEN Gothenburg
SATS MÖLNLYCKE Mölnlycke
SATS STADION Stockholm
SATS STADSHAGEN Stockholm
SATS SÖDRA STATION Stockholm
SATS TULE Stockholm
SATS TÄBY Stockholm
SATS ZENIT Stockholm
SCANDINAVIAN FITNESS. Ronneby
STEP IN Boden
STEP IN Luleå
STEP IN Piteå
STEP IN Östersund
STUDIO AKTIV Borås
TRÄNA Kungälv
TRÄNINGSCENTER Karlskrona
TRÄNINGSHUSET Östersund
TRÄNINGSLAGRET Karlskoga
TRÄNINGSVERKET Söderköping
WORLDCLASS Gbg/ Masthugget
WORLDCLASS Värmdö
WORLDCLASS Sthlm/ Sundbyberg
XERCISE Kristianstad
ÄLVHÖGSBORG Trollhättan

NORWAY

AKROPOLIS Kongsberg
AKROPOLIS Lier
AKROPOLIS Marinlyst
AKROPOLIS Åssiden
AKTIVITEKET Fagernes
ASKØY TRENINGSCENTER
Bergen
CLUB E2 Sandefjord
CONDIS Lørenskog
DITT TRENINGSCENTER Moss
ELIXIA KOLBOTN Oslo
FRISKHUSET CITY NORD Bodø
HAUGESUND Aerobicscenter
LIFE CLUB Kongsberg
OXYGO Kristiansand
PARADIS SPORTS SENTER
Bergen
SATS ASKER Asker
SATS BERGEN - LHgt Bergen
SATS HAUKETO Oslo
SATS ILA Oslo
SATS LILLESTRØM Oslo
SATS MAJOURSTUA Oslo
SATS SANDSLI Bergen
SATS STAVANGER Stavanger
SATS Triaden
SENTRUM TRIM & HELSE Horten
SENTRUM TRIM & HELSE Tønsberg
SISSELS Bergen
SKULLERUD SPORT SENTER Oslo
SPENST ALTA
SPENST Arendal

SPENST Grimstad
SPENST Larvik
SPENST Lillehammer
SPENST Narvik
SPENST STJØRDAL Kristiansand
SPENST Trysil
SPENST Årnes
SPICHEREN Kristiansund
STATOIL Hammerfest
STREK Malthopen
STREK Wårdal
SVETT OG BLID Bergen
SØRUMSAND TRENINGSCENTER
STATOIL Hammerfest
STUDENTIDRETTEEN Bergen
TRENINGSCENTERET Molde
XANADU Bergen
ÅSANE TRENINGSCENTER Bergen

DENMARK

A-FYS Solrød
DGI-HUSET Århus
EQUINOX Horsens
EQUINOX Kolding
EQUINOX Valby
EQUINOX Viby
FITNESS DK Kolding
FITNESS DK Slottsbadet
FITNESS DK Vejle
FITNESS DK Ålborg
GRAM MOTIONSCENTER Gram
LK FITNESS Haslev
MIDDELFART MOTIONSCENTER
Midelfart
MOTIONSCENTER Hillerød
SATS PARKEN København
VEJEN IDRÆTSCENTER Vejlen
ØR & SUND Humlebæk

UNITED KINGDOM

ESPORTA HEALTH CLUBS
Chiswick
ESPORTA HEALTH CLUBS
Glochester
FITROOMS London
NUFFIELD PROACTIVE HEALTH

THE NETHERLANDS

FITPOINT Zoetermeer
HEALTH CENTER SUID Rotterdam
LIFE & KICKING Amsterdam
MY LIFE Berkel en Rodenijs
SAUNA & SPORTCENTRUM
Nunspeet
SPORT & HEALTH BODYFLASH
Woudenberg
SPORTCENTRUM DE PLATAAN
Wageningen
SPORTCENTRUM DE STUDIO Elst
SPORTCENTRUM JULIËN Lienden
QUANTIM FIT. Veendam

BELGIUM

LIFE STYLE Leuven
LIFE STYLE II Mechelen
LIFE STYLE JETTE Jette
Q-SPORT Genk
QUALITY CLUB Overijse
QUALITY CLUB TIENEN Tienen

SPAIN

CAT FITNESS Barcelona
EKKE Lleida
VIRGIN ACTIVE

TURKEY

MARS ATHLETIC CLUB Istanbul

FRANCE

DECATHLON Domyos Club, Lille
L'USINE Paris

SOME USERS IN SPORTS

REAL MADRID FC
FC BARCELONA
BENFICA FC
CHELSEA FC
ARSENAL FC
EVERTON FC
ASTON VILLA FC
MANCHESTER CITY FC
WEST HAM UNITED FC
BOLTON WANDERERS FC
BLACKBURN ROVERS FC
READING FC
SUNDERLAND FC
WATFORD FC
SOUTHAMPTON FC
SCUNTHORPE UNITED FC
WOLVES FC
LEICESTER CITY FC
COLCHESTER UNITED FC
ULSTER GAELIC FOOTBALL
ENGLAND RUGBY ACADEMY
EDINGBURG RUGBY
SCOTTISH RUGBY
GLASGOW RUGBY
IRISH RUGBY
BRADFORD BULLS RL
SCOTTISH JUDO
TAEKWONDO UK
LIVERPOOL JOHN MOORES UNIV.
MANCHESTER MET. UNIVERSITY
LEEDS METROPOLITAN UNIVERSITY
CHESTER UNIVERSITY
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SWEDISH SCHOOL OF SPORT SCIENCE
SWEDISH ELITE SPORT INSTITUTE
SWEDISH OLYMPIC COMMITTEE
SPANISH OLYMPIC TRAINING CENTRE
THE KAROLINSKA INSTITUTE





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