



## Taking Fitness to the Next Level

### Take a glimpse into tomorrow's digital health club

Today's consumers expect their digital lifestyles to flow seamlessly between home, car and office, and are ready to extend this to their fitness experience. As a club owner and operator, you can benefit from offering cutting edge services that not only attract new customers and create a highly engaged membership, but also enhance operating efficiency, leading to cost savings. Intel®-based platforms help create a more engaging fitness environment by making it easier to track workouts, participate in friendly competitions, enjoy different types of entertainment and exchange information with personal electronic devices. With Intel® technology, you can boost member satisfaction, lower cost and add new revenue streams – all by connecting together your training equipment, digital signage, back office systems and, most importantly, customers.



Personal training at the Core Performance Center

## Deliver the Ultimate Client Experience

Take a walk through the digital fitness center of the future and see how your customers will become more engaged.

- **Easy Check-in:** In barely a second, club members check-in via biometrics, giving them instant access to their on-going fitness history. No worries if members leave their cards at home or forget their progress records.
- **Smart Equipment:** Any machine that members choose – whether a bicycle in a class, weight machine or treadmill – identifies who they are and can display a record of past workouts. At the touch of a button, members know the number of miles run, calories burned, progress made toward daily or weekly activity goals or contributions made to a team challenge.
- **Individualized Training Programs:** Based on the personal goals, medical histories and recent workouts of your members, software programs evaluate their progress and make recommendations, tailored to their individual abilities and preferences, that guide them through the day's training.
- **Portable Workout Reports:** Members can track progress from home and share workout reports with personal trainers, physical therapists, physicians or wellness administrators. On the road, members take along their personally designed fitness programs, capable of adapting to the available equipment.
- **More Fun:** In spin classes or on the floor, members challenge themselves by racing against others, participating in a virtual environment or competing against their personal best.

## Increase Client Retention

How energized are your members?

Capture data to help evaluate trends, interest and equipment popularity. Use the information to reward progress, generate customer loyalty or nurture customers who may be at risk of dropping their memberships.

## Decrease Operating Costs

Club equipment can be managed remotely for proactive maintenance with minimum down time. And because software maintenance and upgrades are handled remotely, 24/7, you can reduce on-site cost for maintenance and upgrades.

## Explore New Revenue Opportunities

For your members, it's not all about sweat and burn. They can select on-demand news, entertainment and music, which discretely insert targeted ads and side-bar promotions that provide you an additional revenue stream.

## Why Intel

With Intel-based platforms, you benefit from interoperable training equipment, digital signage, back office systems and personal devices that can deliver exciting new fitness and health equipment capabilities quickly and cost-effectively. The fitness center of the future will feature equipment with basic computing requirements...all the way to high-end systems with high definition video, broad band connectivity and remote management. Selecting products based on Intel® architecture allows you to benefit from the same cost-effective technologies that power the Internet and enable our digitally connected world.

Additional information about Intel® embedded products can be found at [www.intel.com/products/embedded/index.htm](http://www.intel.com/products/embedded/index.htm)