



P I X F O R M A N C E

*Physiotherapy*



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# Expand your strength with functional training

*Achieve successful fitness training, physical  
rehabilitation and business growth with  
real-time interactive motion feedback*



# Customized training programs are the key to success

## PIXFORMANCE IS ALREADY HELPING

over 200,000 users a week in nine countries to improve their health and fitness training. Pixformance was established in 2013 and has offices in Berlin and Palo Alto, California. It is our mission to help users reach their fitness and health goals with state-of-the-art technology.





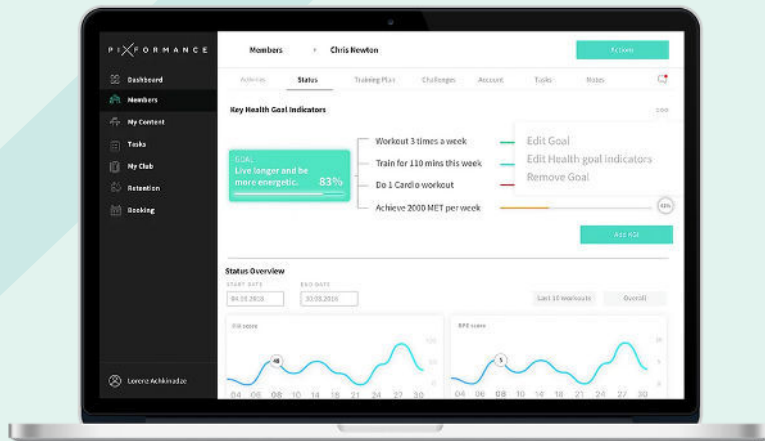
# The Pixformance concept

## The Pixformance Station

**THE PIXFORMANCE STATION** is a freestanding machine that makes functional training accessible and enjoyable for anyone. The motion-controlled interface includes expert on-screen instruction for 100+ exercises, and an in-unit sensor enables real-time movement analysis and feedback, making it easier to perform exercises correctly and take strength and mobility to the next level.

### **BACKED BY SCIENCE AND TECHNOLOGY EXPERTS**

The Pixformance Station was designed in collaboration with fitness and health specialists, all dedicated to making functional training enjoyable for all levels and abilities. Our 3D-sensing technology is continuously improved by Pixformance developers working with sports and medical professionals to enhance movement precision.



## The Pixformance Online Platform

**USE THE** user-friendly online platform to create tailored training sessions for individuals and groups or select a plan designed by experts. The data generated by motion analysis helps you to offer your

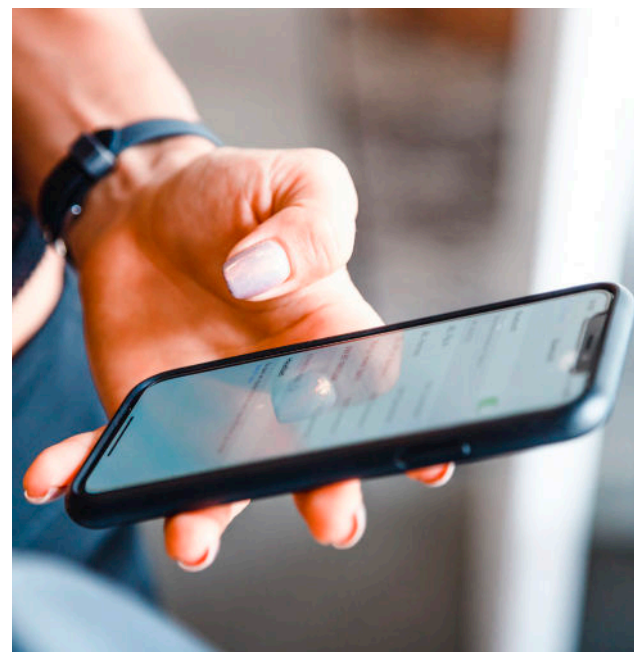


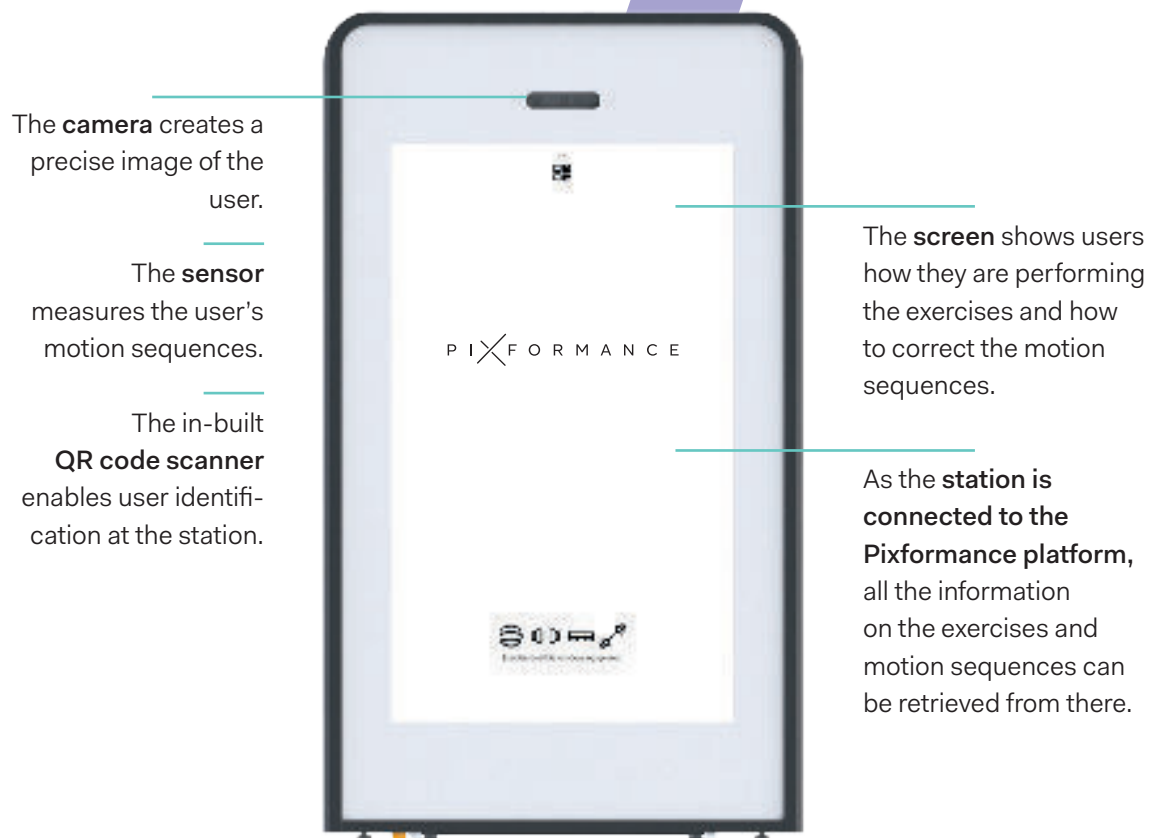
## The Pixformance app

**FULLY NETWORKED** with our app: access to training plans, fitness trackers, exercise progress and history, no matter when and where.

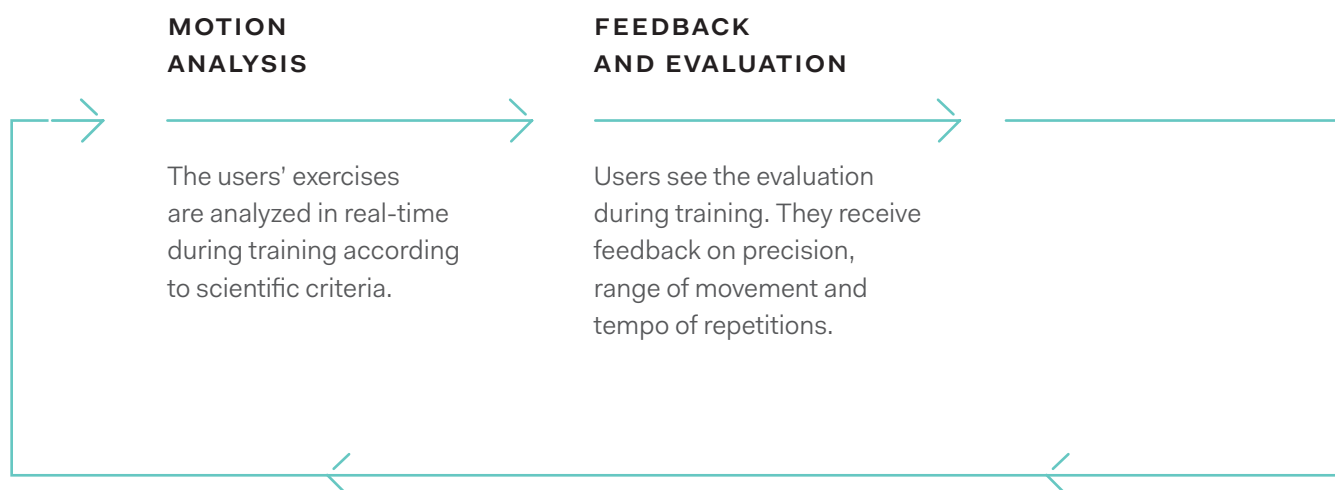
## More motivation & fun

Already more than 200.000 trainees pursue their health goals already with Pixformance. A virtually supervised training increases the training experience and motivates to reach goals even faster.

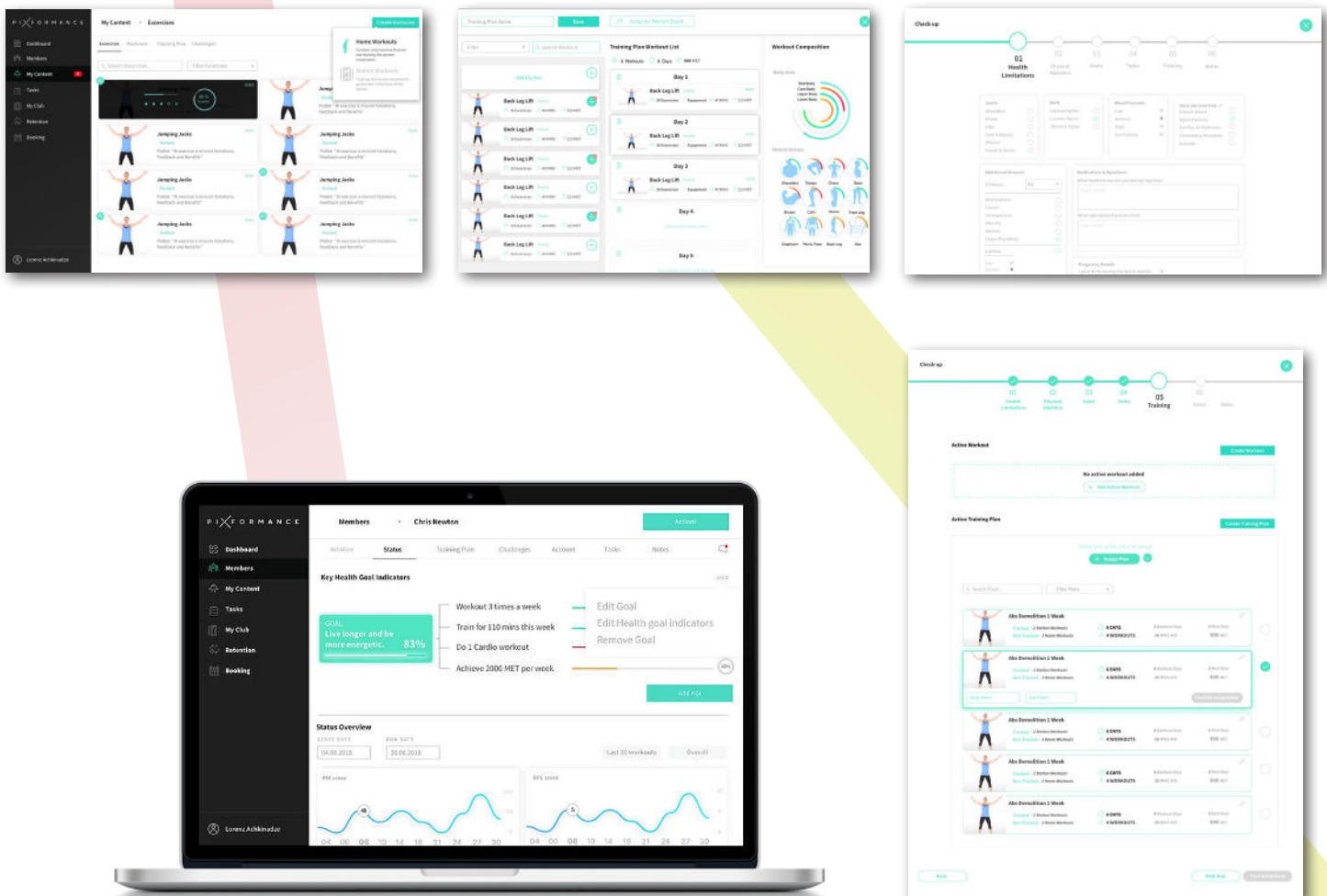




## THE PIXFORMANCE STATION







## THE PIXFORMANCE ONLINE PLATFORM

### STATISTICS AND RESULTS

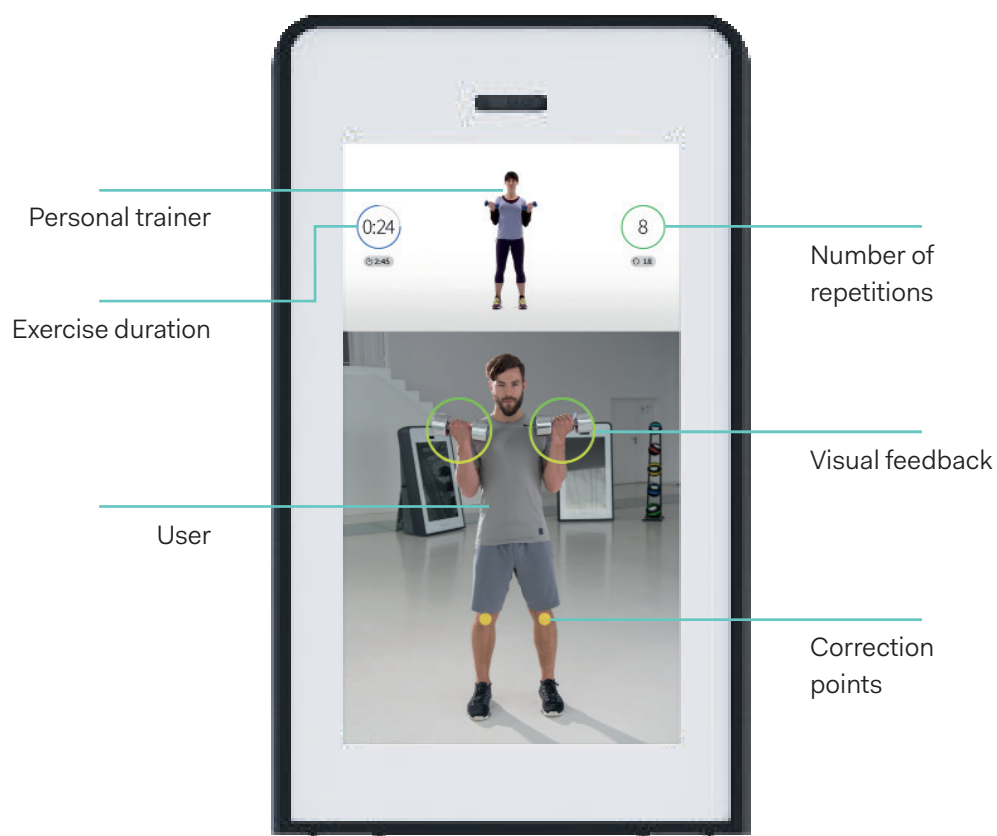
The platform stores detailed results of the exercises and feedback on personal development. The user can retrieve this data online and share it.

### MEASUREMENT AND ANALYSIS

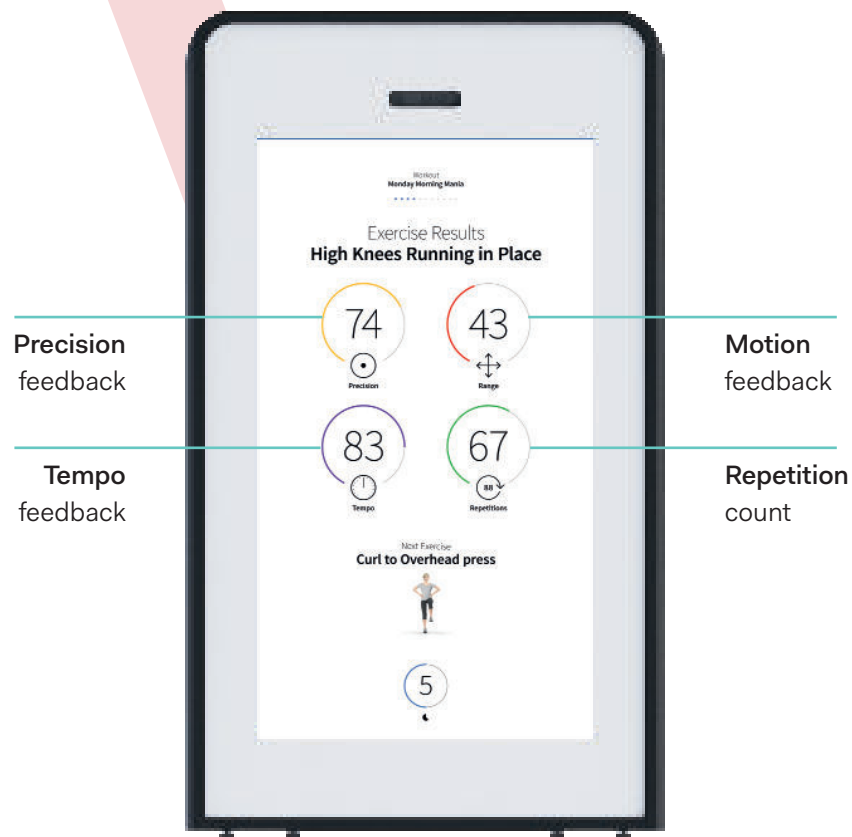
Links to other technologies allow further analysis of the user's state of health and fitness.

### TRAINING PROGRAMS

You can use Pixformance to create individual training programs based on scientific findings and the user's exercise status.



## CAPTURING AND ANALYZING MOVEMENTS



## DETAILED RESULTS

As soon as a user has completed an exercise, the Pixformance Station shows how it was executed. Tips are also provided on how to optimize the exercise. This way, users can steadily improve their execution of the exercise and their training performance.

# Success story: Expanding strength at Gesundheitsrondell

**VOLKER SUTOR IS PASSIONATE ABOUT PROGRESS.** He wants to use new technologies to help people stay healthy. This was the motivation behind the “Gesundheitsrondell” physio centers. He also established FOMT with other physiotherapists, a further education group for medical training and manual therapy ([www.fomt.info](http://www.fomt.info)).

He needed an innovative way to serve clients with rehabilitation needs and also transition with them into a fitness context. Adding Pixformance to his practice has made therapy feel more collaborative, and helps his clients learn and improve quickly through functional training. Thanks to these improved experiences, clients are also more likely to move from rehab into gym training, with Pixformance as the perfect bridge.





**VOLKER SUTOR BOUGHT THE PIXFORMANCE SYSTEM** on a hunch, feeling sure he could use it to introduce innovations into client sessions. It offered a way for clients to easily access individual programs and self-correct each exercise, helping them learn effective movements easily.

In 2014, he installed Pixformance Stations in three facilities across Germany (Neckarsulm, Brackenheim and Gaildorf). He saw that practicing functional training through motion capture technology helped clients learn faster, and increased the frequency and intensity of their sessions. Personalized programs and data insights made it possible to take the feeling of quality and quantify it, making it more motivating.

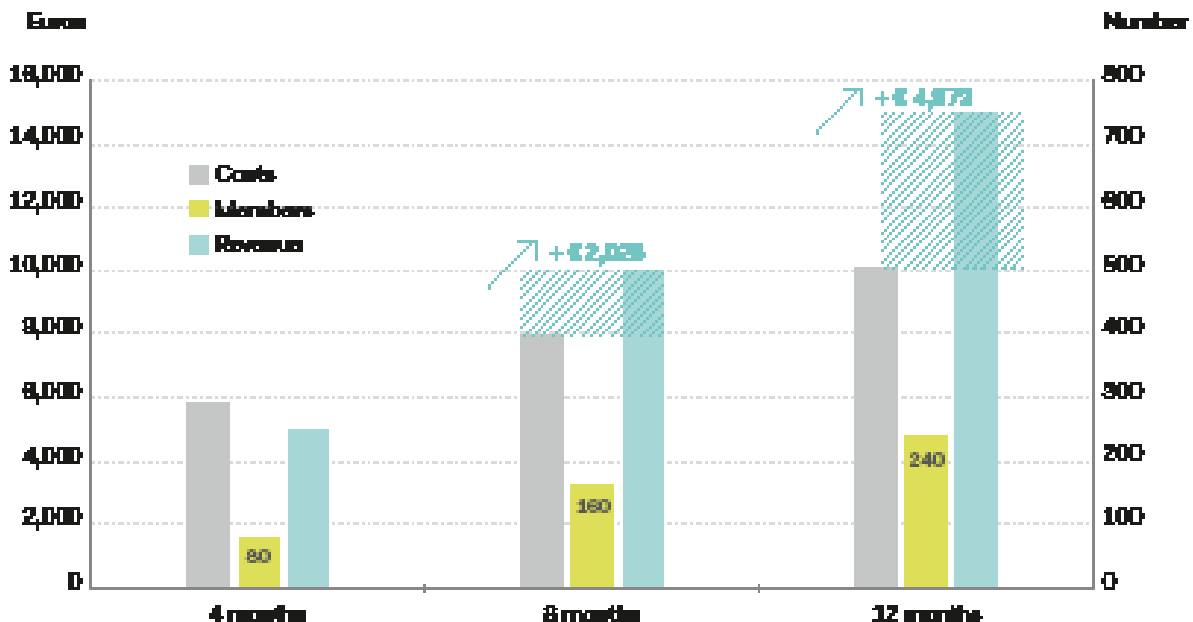
The result was therapy that felt more collaborative and contributed to stronger trainer-client relationships. Clients were then more likely to move from rehab into gym training, with Pixformance as the perfect bridge.

Additionally, Volker Sutor's feedback to the Pixformance team helped him improve the platform and extend his range of services as he gained new exercises and improvements without having to buy a new station.

In 2016, he added four more machines to his Gaildorf practice for group and circuit training, catering for 400+ members.

# Cost effectiveness Gesundheitsrondell physio centers

**IN THE FIRST SIX MONTHS OF USING PIXFORMANCE IN 2016**, membership grew continuously and user performance also improved. Pixformance makes it easy to achieve therapeutic and other goals without having to take on additional staff. Plans are now underway to equip further physio centers.



**Costs:** made up of the items: rent, equipment/facilities, staff, marketing  
**Members:** made up of Pixformance users from the respective contribution groups  
**Revenue:** made up of the contribution groups and memberships

## FACTS

## 01 Stronger client relationships

Data-rich individual profiles enable therapists to create detailed personal programs and easily measure client progress with exercises, including adding, removing or adjusting routines where needed. Simple interface and administration frees up time and energy to focus on the human-to-human support and high-quality client relationships that make recovery more enjoyable, and drive referrals.

## 02 Better recovery outcomes

On-screen movement instruction with adjustable precision helps move the focus of therapist-client conversations to the experience of training, rather than the mechanics of each movement. Clients see improvements in their functional ability and gain in self-confidence which makes them more likely to practice between rehab sessions. They feel motivated to increase precision settings for more challenging improvement without risking injury.

## 03 Commitment beyond rehab

The Pixformance concept makes the scientifically-backed benefits of functional training accessible to all, making everyday movement easier and improving overall well-being. Because the Station is an all-in-one system, the 100+ exercises can be combined into a range of programs to help rehab clients smooth their transition into a fitness or sports context while staying committed to safe, effective functional training.

# Benefits for your practice



## BETTER THERAPY OUTCOMES

- ✓ Limitless variety of exercise programs
- ✓ Adjustment of exercise parameters
- ✓ Objective motion quality through real-time feedback
- ✓ Data-based analysis



## FOR ALL INDICATIONS

- ✓ Orthopedic, neurological and internal medicine issues

## CONTINUATION OF THERAPY AND TRANSITION INTO HEALTH-RELATED FITNESS

- ✓ Extension of training services and secondary prevention without additional staff costs
- ✓ Customized training programs
- ✓ Varied and motivating training



## EASY TO OWN AND LOW-MAINTENANCE

- ✓ Approx. 9 m<sup>2</sup> training area
- ✓ 24-hour training: automatic on/off function
- ✓ Secure and freestanding
- ✓ Optimizes time available for individual support



## TAILORED TO THE NEEDS OF YOUR PRACTICE

- ✓ Additional exercises on request
- ✓ Broad training concept: individual with one Pixformance Station or in a group with several Stations (circuit training)

## BUSINESS SUPPORT

- ✓ Customized marketing package
- ✓ Technical support
- ✓ Training for trainers





# Benefits for your patients

## ALL-IN-ONE DEVICE

- ✓ Muscle-strengthening
- ✓ Improving coordination, endurance and speed
- ✓ Mobilizing joints and spine
- ✓ Optimizing movement patterns for everyday life, work and hobbies



## VIRTUAL CO-TRAINER

- ✓ Real-time feedback for greater motivation and safe training

## ENJOY TRAINING

- ✓ The patented Pixformance Station offers varied training and customized exercise programs



## EFFECTIVE FUNCTIONAL TRAINING

- ✓ Scientifically tested exercises for optimal training support



## TRAIN ANYWHERE IN THE WORLD

- ✓ Access to online platform and link to social media channels
- ✓ Train anywhere Pixformance is, using your personal training card



# Circuit training with Pixformance

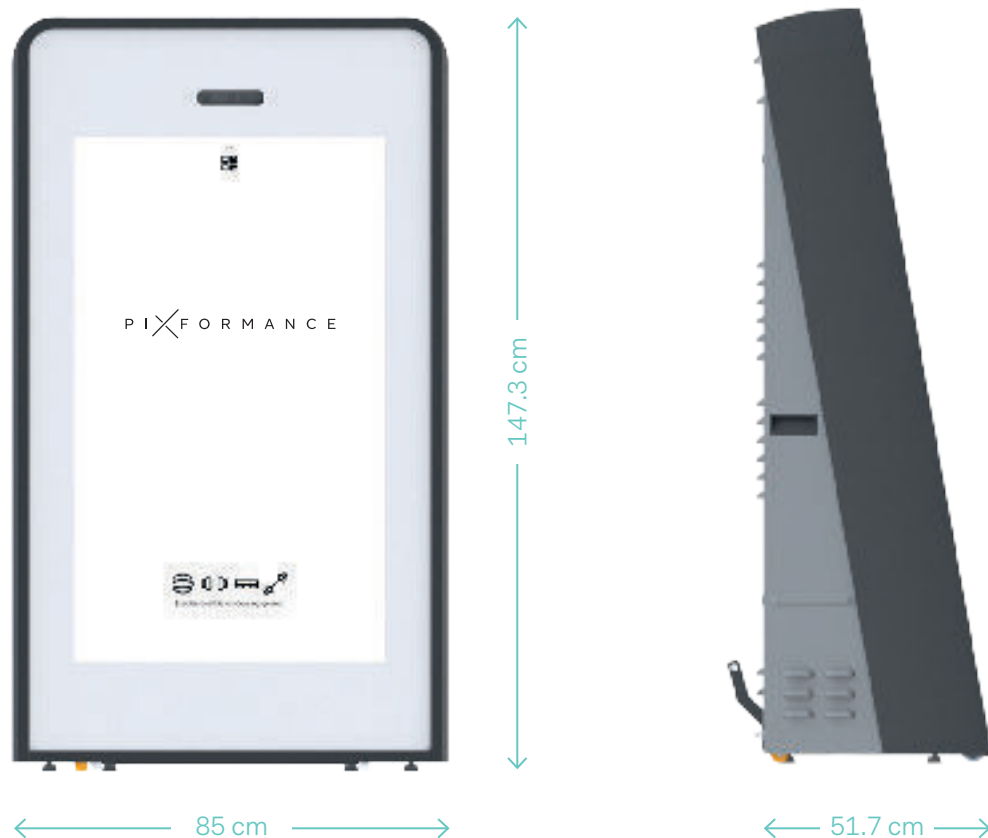
**OFFER YOUR PATIENTS A CUSTOMIZED, VERSATILE AND MOTIVATING CIRCUIT TRAINING** with Pixformance and so enhance their sense of community.

- ✓ Customized training program for each patient
- ✓ Just one trainer for the entire group in the circuit
- ✓ Group training for community building during training





# Technical details



## TECHNICAL DATA

### Colors

- Front: white, glossy
- Aluminium frame: dark gray

### Weight

- 100 kg

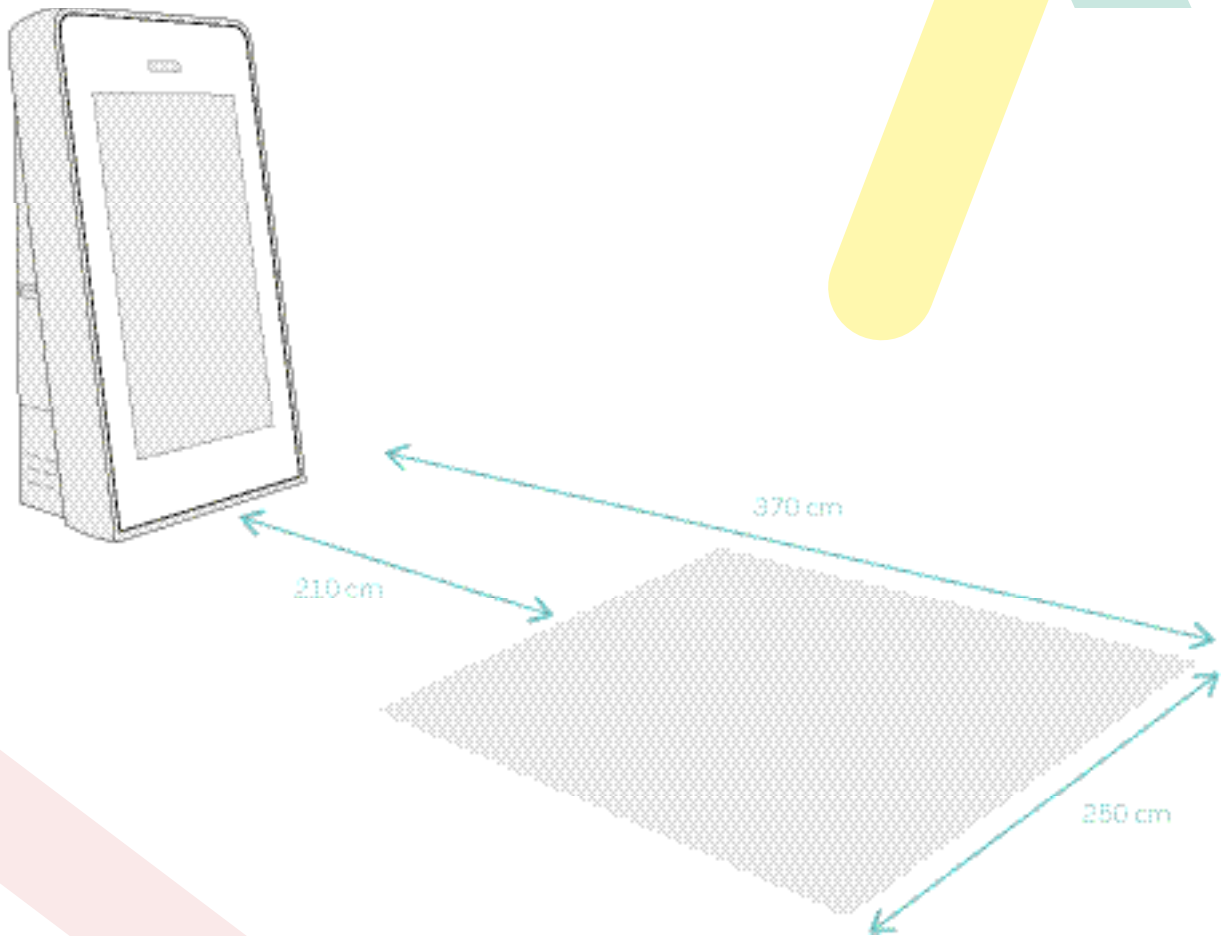
### Power supply

- Cold-device plug, 230 V/100 V (depending on country)
- Maximum current consumption: 800 Watts

### Special features

- Built-in wheels for ease of transport

# Space required for one unit



# You can rely on our support – here's what we can offer you:

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## FINANCING

Whether you decide to purchase or lease, you can arrange the financing to suit your own requirements. We would be happy to support you in these arrangements from the start.

## TRAINING

To make it as easy as possible for you to get started, we offer personal training sessions for your staff, so they know how to use the Pixformance Station.

## ROOM PLANNING

We would be happy to create a free room concept for you tailored to your capacities and personal requirements.

## MARKETING

We support you with a customized marketing package that will help you to attract new patients and members and boost member retention.



GET  
STARTED  
NOW!





Any questions?  
We would be happy  
to help you!

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Valid as at January 2018