PIXFORMANCE

PRESS KIT

FUNCTIONAL TRAINING
IS OUR PASSION

TECHNOLOGY MEETS FUNCTIONAL TRAINING

PERSONALIZED

DIGITAL

SAFE

EFFECTIVE

VERSATILE

NETWORKED

PIXFORMANCE OFFERS BUSINESS SOLUTIONS FOR

PHYSIOTHERAPY   CLINICS   FITNESS   CORPORATE FITNESS   ENTREPRENEURS

CONTENT

PIXFORMANCE

FACT SHEET

Pixformance Sports GmbH specializes in the development, licensing, and distribution of fitness exercise systems and pioneers innovative digital training concepts. With years of expertise in the areas of IT, fitness, and eHealth, Pixformance stands for a new dimension in fitness and brings together what belongs together: it links science with sport, digital evaluation with physical performance, and trainers with trainees. The company has created elegant hardware for this and combined it with intelligent, patented software.

The young company currently employs more than 30 people.
CEO: Valerie Bures-Bönström

2014 Further fitness chains, physiotherapy practices and rehabilitation clinics install Pixformance

2013 The women's club chain Mrs.Sporty is the first internationally operating provider to introduce Pixformance to its clubs successively

2012 Foundation of Pixformance Sports GmbH

over **300,000**
TRAINEES/YEAR

11
COUNTRIES

over **4 mil.**
WORKOUTS /YEAR

"Pixformance offers safe, highly effective, and easily accessible Functional Training, which offers more variety, success, and personalization combined."

Valerie Bures-Bönström
CEO

HOW DOES THE CONCEPT OF PIXFORMANCE WORK?

The Pixformance Concept offers a fully networked and highly effective Functional Training for fitness studios, physiotherapy practices, rehabilitation clinics, corporate fitness, and entrepreneurs. Developed by experts in science, technology, medicine, and fitness, Pixformance establishes sustainable training and therapy standards with its concept.

Through the interaction of the visually appealing hardware (the Pixformance Station) the web-based Pixformance Online Platform and the Pixformance App can instantly and easily optimize every single training session, offering planning aids for the achievement of objectives and thus quickly creating visible successes.

Regardless of the personal fitness level and goal as well as overall physical condition, the Pixformance Concept, thanks to its innovative technology during training or therapy, ensures a correct, safe, and goal-oriented execution of the exercises. This supports and relieves the trainers or therapists in taking care of their trainees so that additional capacities can be created and profitability increased.

THE PIXFORMANCE STATION

The patented Pixformance Station is a freestanding digital sports device with a timeless design.
Thanks to its innovative software, it recognizes its users and trains them according to their individual needs, always based on the latest training insights.

The integrated camera, based on 25 joint points and 9 static points, captures the body of each user within seconds, precisely analyzes the execution of the movement and provides personalized, visual feedback in real-time. This helps to ensure that all movement sequences are always technically correct and performed at the optimum speed.

With the Pixformance Station, the trainee can complete a supervised training session without the presence of a trainer, thus enabling a particularly effective and safe Functional Training.

The Station has about 200 variable functional exercises from which a personalized workout plan can be designed.
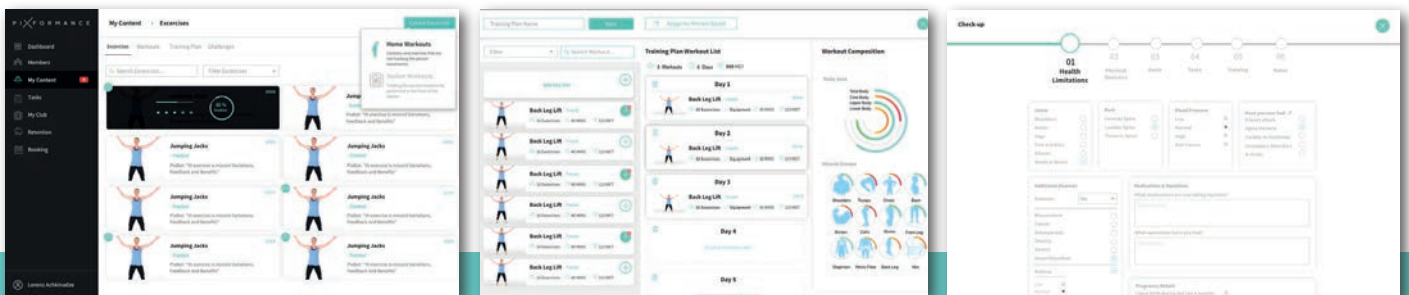
THE PIXFORMANCE ONLINE PLATFORM

The Pixformance Online Platform stores all training data of the trainees and patients. This offers our business partners as well as the trainers and patients the possibility to track training progress precisely at any time and to optimize the training based on facts.
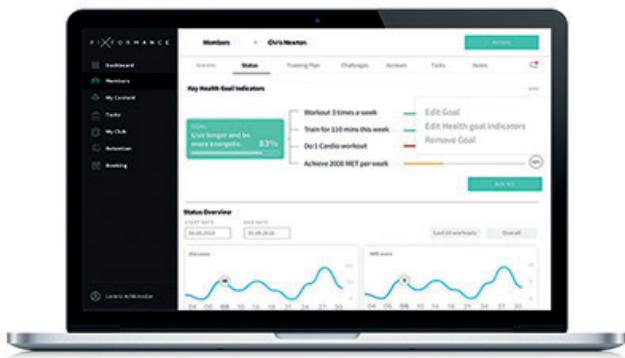
There is access to the exercise catalog with about 200 functional exercises, from which you can create your own workouts and training plans with just a few clicks. Standard workouts with pre-defined exercise sequences and club training plans or workouts with individually tailored, progressive training programs can also be used.

A goal entry on the Pixformance Online Platform, such as weight reduction, marathon participation, or other personal motivation, ensures that the training programs are tailored to each individual goal, taking into account the individual's fitness level and health status.

The Pixformance analysis supports the training consultation and enables an assessment of posture and training execution as well as the alignment of individual training, for example, balance and endurance.

THE PIXFORMANCE APP

In addition to the Pixformance Online Platform, the Pixformance App also provides access to the training plans, exercise progress, and history. It offers the user a location-independent, varied range of numerous functions to improve their health and fitness.
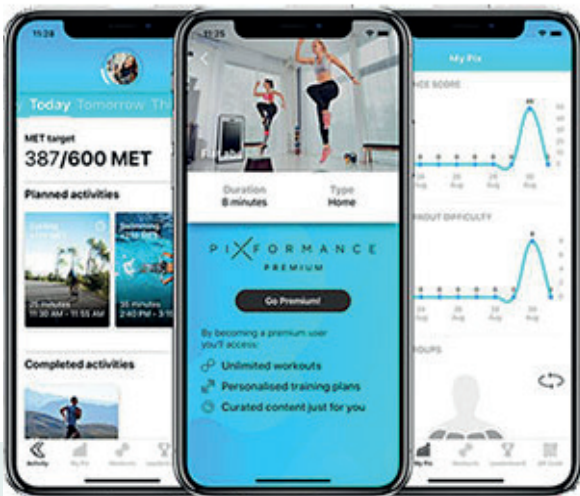
With the help of the Pixformance App, exercisers and patients can easily access their training plans and exercises at home and perform a workout on their own. The App also provides an insight into your personal fitness at any time.

Users of the Pixformance App can set themselves individual fitness and health goals.

So they can plan appropriate workouts, track their nutrition, and let the App remind them of the training and motivate them to stay on the ball.

Even users who do not train with Pixformance have access to workouts or can plan activities and pursue their fitness goals.

Keywords: app, training progress, constant access, training at home, planning activities, reminder function, tracking nutrition

HOW TRAINING WORKS WITH PIXFORMANCE

The exercises of each training session can be performed at one or more Stations.
Each Station provides a defined selection of training equipment (e.g., dumbbells, balls, a bench, etc.).
In this way, a wide range of training exercises can be offered.

1 STARTING A WORKOUT

The trainee receives his or her personal QR code on a QR code card. This code is also in the Pixformance App. The card is scanned on the Station, and any previously created workout can be retrieved from the Online Platform. It is also possible to access an already created workout plan.

It is also possible to select an already stored workout with an exercise card or via touch screen. A wide range of standard exercises can also be called up on the station.

2 PREPARING FOR THE EXERCISE

As soon as the user's identification has been verified, the following exercise is shown as a video preview. This visualizes which muscles are to be trained and which are the required training means.

The weights to be used, if any, are displayed, and the desired repetitions are indicated. The exercise video runs for each training program in accordance with the desired speed of motion.

This minimizes the risk of injuries and increases efficiency.

Keywords: start workout, QR code, hand control, preparation, video preview, muscles, weights, speed of movement

(3) EXERCISE EXECUTION WITH REAL-TIME CORRECTION

As soon as the workout starts after the video preview has finished, the user follows the exercise, which is visualized by the video. The already executed repetitions and the remaining training time are available as further information. The installed camera, which captures 25 joints of the body and 9 static points and analyzes the movements, enables users to see themselves on the Station's screen during the workout.

Using motion analysis, the Pixformance Station also provides real-time correction during exercise execution. Thus, the trainee continuously receives easily implementable, visual, and textual training instructions and improvement hints. This ensures that the exercises are performed correctly and safely.

The immediate, simple and motivating feedback ensures quick success, measurable improvement and more fun during training.
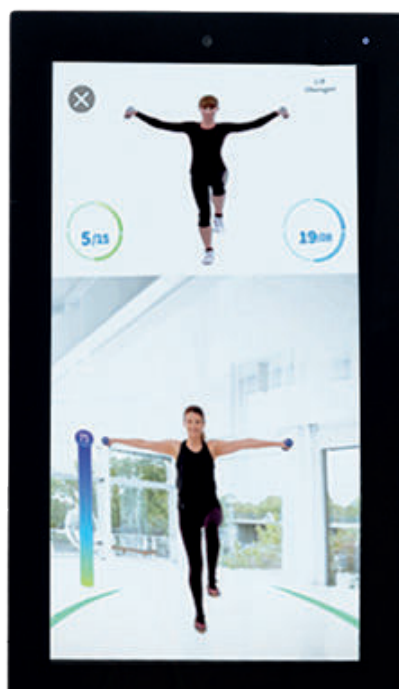
REAL-TIME CORRECTION

- Integrated camera records 25 joints and 9 static points

- Virtual personal trainer shows the exercises on screen

- Motion analysis during the exercise

- The patented station provides personalized feedback during and assesment after the exercise

Keywords: exercise execution, camera, real-time correction, training instructions, improvement hints, motivating feedback

(4) EXERCISE EVALUATION

Not only during an exercise does the trainee experience a real-time correction for the execution of the exercise, but also after each individual exercise an immediate exercise evaluation in the form of the so-called Pixformance Score with the following parameters:

- ✓ Precision
- ✓ Range Of Motion
- ✓ Tempo
- ✓ Repetition

The trainee receives a detailed summary of his or her training results after each individual exercise through the exercise evaluation.

The trainee can assess his or her training by the training results shown and see in which area he or she can improve. In this way, the execution quality of an exercise and the trainee's performance are constantly improved.

The visually supported training also enhances the training experience and helps to achieve goals with more motivation and to make the training or therapy more efficient and sustainable.

Ineffective training regimes, incorrect training movements, bad posture, and lack of motivation are a thing of the past.

With its feedback and correction options, the Pixformance Station provides optimal support for trainers and therapists, as it enables the trainee to train independently and without human supervision.

BES T QUALITY

128,5 cm

76 cm

50,0 cm
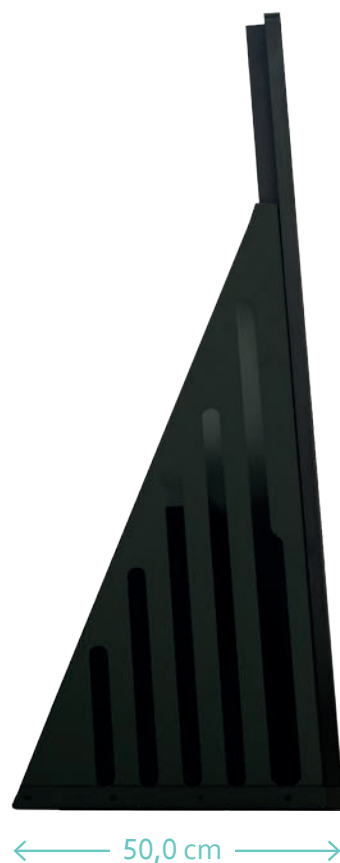
COLOUR

✓ Screen frame: black
✓ Stand: black

WEIGHT

✓ 65 kg

POWER USAGE

✓ IEC Connector, 230 V/100 V depending on the country
✓ Ethernet (LAN-Cable)
✓ Max. power consumption: 800 Watt

High quality and reliable operation of the Pixformance Station is an absolute priority for us at Pixformance.

The components used are the products of renowned brand manufacturers.

TRAINING CONCEPTS

Pixformance offers professional, fully networked solutions for fitness studios, physiotherapy practices, rehabilitation clinics, corporate fitness, as well as self-employed and start-ups in the health and fitness industry.

Circuit training concepts with several Pixformance Stations, as well as concepts for individual training with only one Station, can be integrated.

1 INDIVIDUAL TRAINING

Small group circuit training is already feasible from just 3 Pixformance Stations.

In this case, the Stations will be synchronized accordingly, and all trainees can use the Station in the individually defined cycle.

2 CIRCUIT TRAINING

With Pixformance Station trainees can complete tailor-made personal training.

Through the virtual trainer, the training is safely guided, even when no trainer or therapist is available.

Keywords: professional equipment solutions, individual training, personal training, circuit training, small groups, club-in-club, fully equipped

ADVANTAGES WITH PIXFORMANCE

PHYSIOTHERAPY & REHAB CLINICS

Individual care
Computer-assisted therapy enables therapy with no additional personnel costs and with individual training programs that can be supervised intensively, safely, and efficiently.

From patient to member
Individual training sessions and secondary prevention measures can be offered as an additional source of income.

Positive therapy experience
Patients can achieve their therapy goals with more motivation, excitement, and fun.

FITNESS

Linking members effectively
Training with Pixformance is diverse and fun.
Successes can be tracked and measured at any time. Members are motivated by the concept and enjoy coming to the studio.

High-quality club equipment
A contemporary fitness offer paired with a tailor-made workout ensures a particularly attractive workout experience.

Customizability
Training programs can be adapted to suit the individual's state of health, fitness level, and the age of each member within seconds.

CORPORATE FITNESS

More attractive as an employer
The innovative sports concept has a positive effect not only on employees, but also on the employer's attractiveness and thus on potential employees.

Long-term employee retention
A contemporary and diversified fitness service as a tool for more satisfied employees who stay.

Less absenteeism
Employees who are active in sports miss an average of 2 - 6 days less per year. Thus, Pixformance can reduce the rate of absenteeism.

SELF-EMPLOYED & ENTREPRENEURS

Space-saving solution
Self-employed people and entrepreneurs in the fitness and health industry can offer their customers a varied training program in little space with the Pixformance Station.

More simultaneous sales
Through the computer-supported training, several participants can train at the same time and even, if necessary, without a trainer.

Efficient member administration
The exact documentation of the training courses can be accessed at any time to assess progress, and training programs can be individually tailored and adapted.

Keywords: BGM, holistic health promotion, innovative sports concept, profit center, individual support, more turnover

CUSTOMER TESTIMONIALS

"The great thing about Pixformance is that you can always train your members with a personal trainer and thus achieve particularly effective training results."

Carina Dworak | Owner of Mrs.Sporty Club in Vienna

"Pixformance does not replace the therapist but helps him or her where the trainer cannot be permanently present. This increases the repetition rate, the intensity, and also the quality of the training."

Volker Sutor | Owner of Physiotherapy Centres "Gesundheitsrondell"

"PixOne stands for more personal training without additional personnel. For my gym, this means continuous and sustainable sales growth and more satisfied members who remain."

Ester Van Der Land | Owner of the Boutique Studio "Femmefit"

„We are pleased to observe that our patients are very fond of and complete the movement training with perseverance. The playful component of our computer-supported therapy devices certainly has a share in this."

Gunter Hölig | Therapist from the Rehab Clinic "Medical Park"

A few of our partners

MRS.SPORTY   GESUNDHEITs rondell   Femmefit   MEDICAL PARK   medicore gerätetraining   essink sportcentrum

WHAT THE PRESS SAYS

(1) ZEITSCHRIFT FÜR PHYSIOTHERAPEUTEN | MARCH 2020

The journal for physiotherapists shows the advantages of using the Pixformance Concept in physiotherapy. In addition, the new Pixformance Station 2.0 is presented in the section "Brand new products".
Go to the article

(2) SHAPE UP BUSINESS | MARCH 2020

The magazine for fitness studio operators and personal trainers deals with the topic of why functional training in particular benefits from digital support. In an interview with Valerie Bures-Bönström, the advantages for trainers and athletes are also highlighted. **Go to the article**

(3) FOCUS GESUNDHEIT | JANUARY 2019

Pixformance Stations are now being used more and more in Germany's leading rehabilitation clinics and fitness studios. How rehabilitation clinics can benefit from computer-aided therapy with Pixformance can be found in FOCUS Health Magazine. **Go to the article**

(4) MEDICAL PARK QUALITY REPORT | 2017 – 2018

In the quality report of the rehabilitation clinic, Pixformance is presented in the article "Therapy 4.0: Always a step ahead" as an innovative solution to make the rehabilitation phases even more effective. **Go to the article**

Find more press articles on our press portal.

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