



P I X F O R M A N C E

F i t n e s s



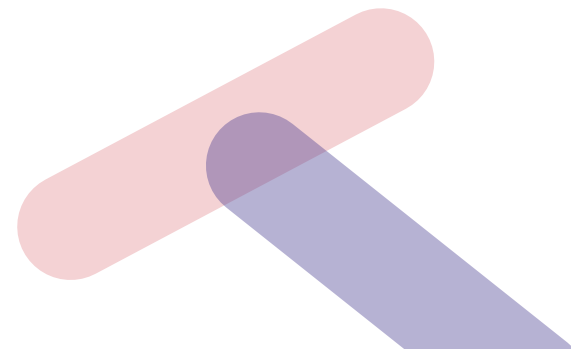
“Our goal was not to simply make a fitness device.

We wanted to develop a new training concept that would make a high-quality functional training accessible, effective and safe for everyone.”

Valerie Bures-Bönström, CEO

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The Pixformance Station is the winner of the Fibo Fitness Innovation Award 2014.



300,000

PIXFORMANCE WAS ESTABLISHED IN 2012. Its mission is to help users reach their fitness and health goals with state-of-the-art technology and a safe and effective functional training. Pixformance is already helping over 300,000 users in 11 countries to improve their health and fitness training.





Make your members train safely, better, happier – and make them stay longer. Our 360°-Pixformance-Concept is the key to your gym's success: with real-time feedback, customized training plans, an online platform and an app.

The Pixformance Station is an intelligent fitness device that guides your members to total fitness.

EASY TO USE

The Pixformance Station is a simple, low-maintenance system that adds high value without placing additional demands on your staff. Your clients simply identify themselves with their custom key cards to start their personalized workout. With 200+ exercises, you and your staff can easily create new workouts tailored to your clients' needs.

GROUP OR INDIVIDUAL WORKOUTS

The Pixformance Station allows your members to train individually or in groups. The circuit training allows members to join the group workout without losing the personalized aspect of their training. With the Pixformance Station, your members will go beyond better fitness and experience a whole new level of motivation.

The 360° Pixformance Concept

Pixformance Station

THE PATENTED PIXFORMANCE STATION is a free-standing, digital sports device developed by experts in science, technology, medicine, and fitness. With our innovative software, the station measures the body of each user in a matter of seconds based on 25 joint points. It precisely analyzes the execution of movements and provides live digital feedback — enabling particularly effective and safe functional training. With over 200 functional exercises, the station can be used for individual and circuit training.



Real-time motion feedback

THE IN-UNIT CAMERA scans 25 body points and 9 static points for precise motion capture while exercising. All exercises are visible on screen and safely guide your members through the workout while the real-time feedback allows your staff to focus on the social aspects of training and thereby improve your clients' experience.

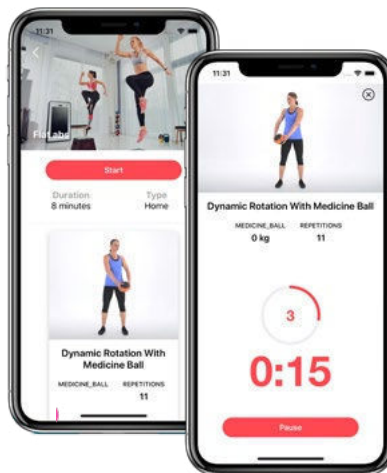


Pixformance Online Plattform

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 clients even more individual support.

Pixformance App

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



More motivation and fun

VIRTUALLY SUPERVISED TRAINING

increases the workout experience and motivates users to reach their goals with more motivation. Already over 300.000 people are happily training with Pixformance.

That's how it works



With the QR-code scanner, a training session can be started contactless or via touch screen.

The camera generates a precise image of the user.

The infrared sensor measures the trainee's movements and evaluates them in real-time.



Selectable training programs on the touch screen.

By connecting the station with the Pixformance Online Platform, all information about the exercises can be accessed from there and the training can be adjusted at any time.

AT THE PIXFORMANCE STATION

MOTION ANALYSIS

Real-time analysis of the exercises performed during training, based on scientific guidelines.

FEEDBACK AND RATING

The precision, range of motion and tempo of the repetitions are immediately evaluated during the training.



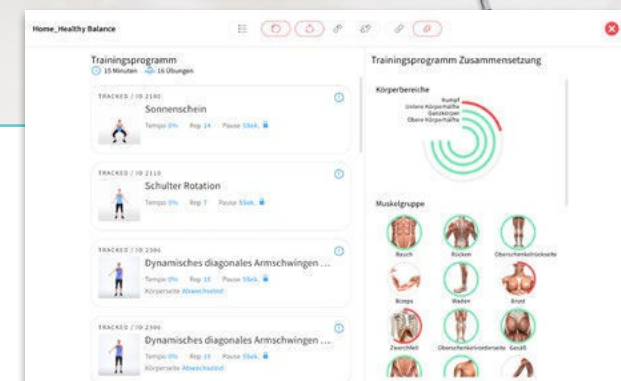
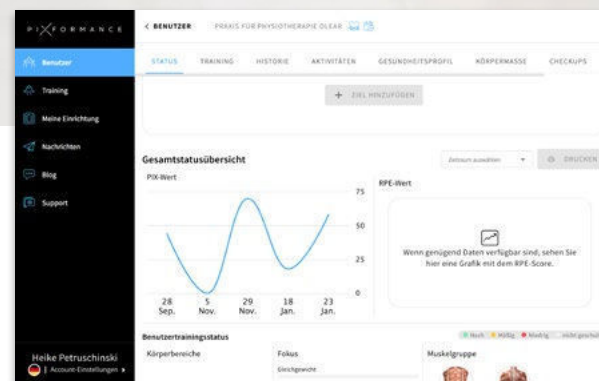
ON THE ONLINE PLATFORM

STATISTICS AND RESULTS

Detailed results and feedback on personal development are stored for each exercise. This data can be accessed online at any time.

INDIVIDUAL TRAININGPLANS

Adjustment of the individual exercises and training units, based on the results and current scientific knowledge.



Safe and effective training thanks to real-time correction

2D Full-HD camera

Virtual trainer

Number of repetitions

Duration of the exercise

Video image of the trainee

Current score based on the Pixformance Score

Visual and textual cues in real-time

Visualization of the virtual training area



FEEDBACK DURING AN EXERCISE

When performing an exercise, the trainee is corrected with visual and textual cues, if necessary. The patented station provides this personalized feedback in real-time. The screen also features a display of the virtual training area. This ensures that all movements can be evaluated correctly.

FEEDBACK AFTER AN EXERCISE

After an exercise has been completed, the so-called "Pixformance Score" is displayed, which is a summary of the training results and the number of points achieved. In this way, the Pixformance Station helps your patients or clients to continuously improve the quality of exercise performance and training efficiency.

Total score

Feedback on the repetitions

Feedback on the pace

Feedback on precision

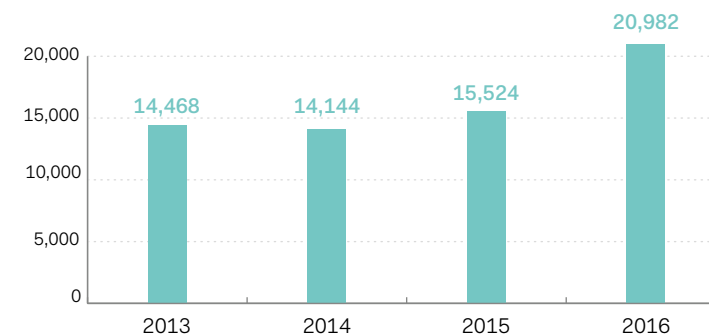
Feedback on range of motion





MRS.SPORTY

+35% increase in
revenues
in the first year following introduction of full Pixformance concept



Average revenues per month of the first upgraded club

Mrs.Sporty case study

WITH 550 WOMEN'S FITNESS CLUBS IN SEVEN COUNTRIES and over 200,000 members, Mrs.Sporty is a market leader in the European fitness sector. Their concept was originally based on workouts with hydraulic machines.

Since 2013, 255 Mrs.Sporty clubs have added Pixformance Stations to their circuit, with 182 using the full Pixformance concept at the core of their training. This has not only helped Mrs.Sporty club owners to boost their revenues but they have also seen an increase in customer satisfaction.

Your competitive advantages



MORE TRAINING AND SALES

Thanks to the patented software, several trainees can be cared for simultaneously and without additional personnel expenditure (e.g. in the evening).



HIGH-QUALITY CLUB EQUIPMENT

A contemporary fitness offer paired with a tailor-made training experience provides effective member retention.



EFFICIENT MEMBER ADMINISTRATION

On the online platform, the training progress of each patient is precisely documented for training analysis and optimization.



INDIVIDUAL CARE

Training programs can be tailored to the health and age of each member in seconds.



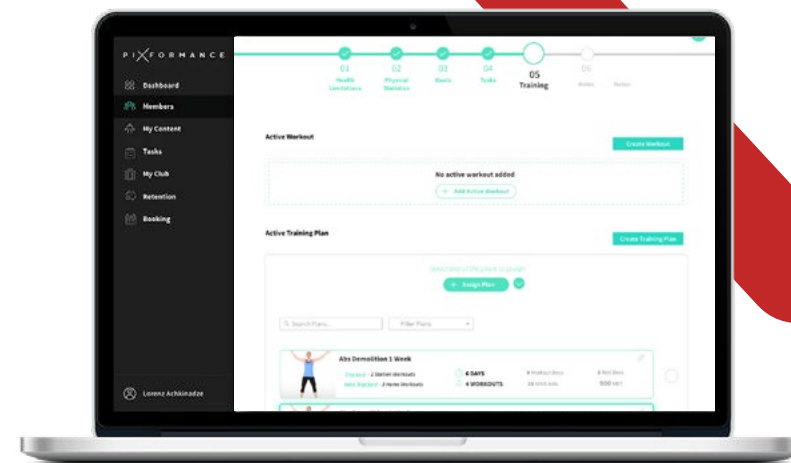
MORE TIME FOR THE ESSENTIALS

The trainer does not have to perform each exercise personally, which saves time – and, in turn, benefits the support of all members.



OVER 200 EXERCISES AVAILABLE

Over 200 functional exercises that are as varied and unique as your members. They can be activated with just a few clicks.



DATA-DRIVEN INSIGHTS

Our online platform tracks detailed exercise results and allows you to create customized sessions for individuals and groups or choose programs designed by fitness experts. Take advantage of precise movement analysis along with data-driven insights and suggestions for improvements to enhance customer care.

Essink case study

PIXFORMANCE WAS INTRODUCED AT ESSINK SPORT (Eindhoven – the Netherlands) with the aim of recruiting new members by offering an innovative new training device as well as upselling to existing members to increase customer retention.

Higher retention rates

ADDITIONAL CHARGE OF €10

The Essink business model includes an additional charge of €10 for members training with Pixformance. Although it is possible to price services individually for each client, Essink's pricing method generates additional profit. Pixformance helped Essink to achieve their goals by running a performance-based Facebook marketing campaign to generate new, high-quality leads.

1.7 TIMES MORE ROI IN 18 MONTHS!

Since its launch, Pixformance has demonstrated steady demand among existing and new members which allowed the club to recoup the leasing costs within the first two months and also generate additional revenue.





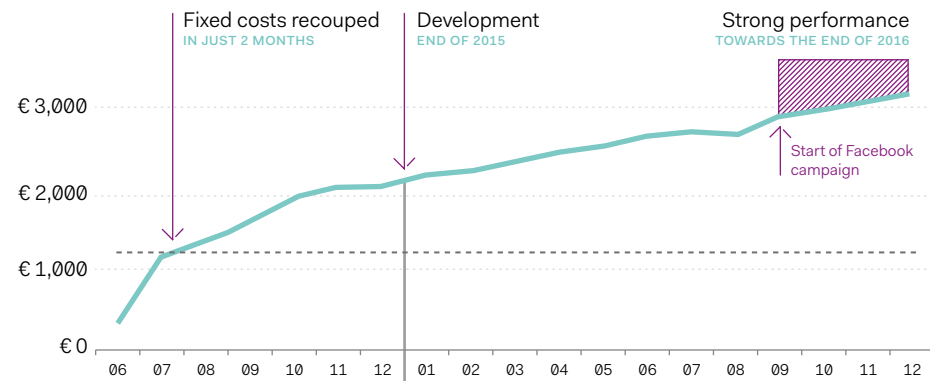
„We deliberately chose Pixformance because we recognized the opportunity and were sure that our investment would pay off quickly.“

Kim Essink, Owner of Fitnessclub Essink



Monthly revenues

generated by Pixformance memberships at Essink



Technical details



COLOR

- Display frame: black
- Stand: black

DISPLAY

- Branded with your personal logo
- 49" Touch Display
- Switched on/off independently from the computer
- Integrated 2D Full-HD camera

ON REQUEST

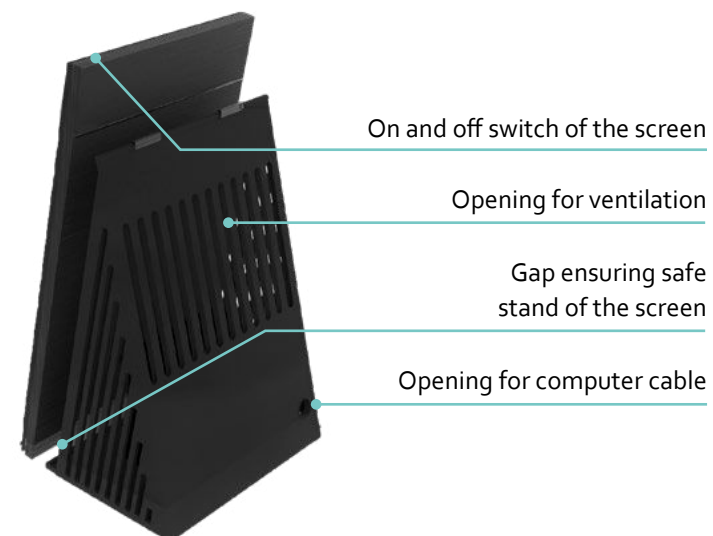
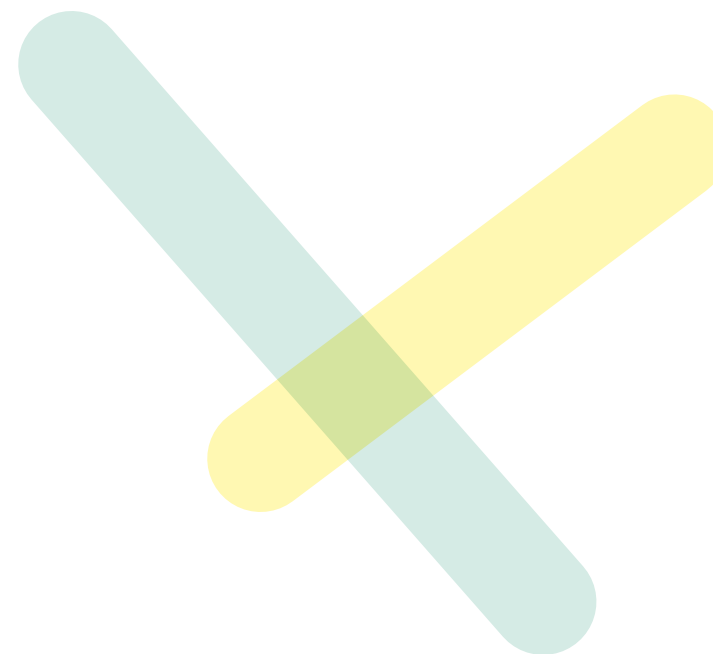
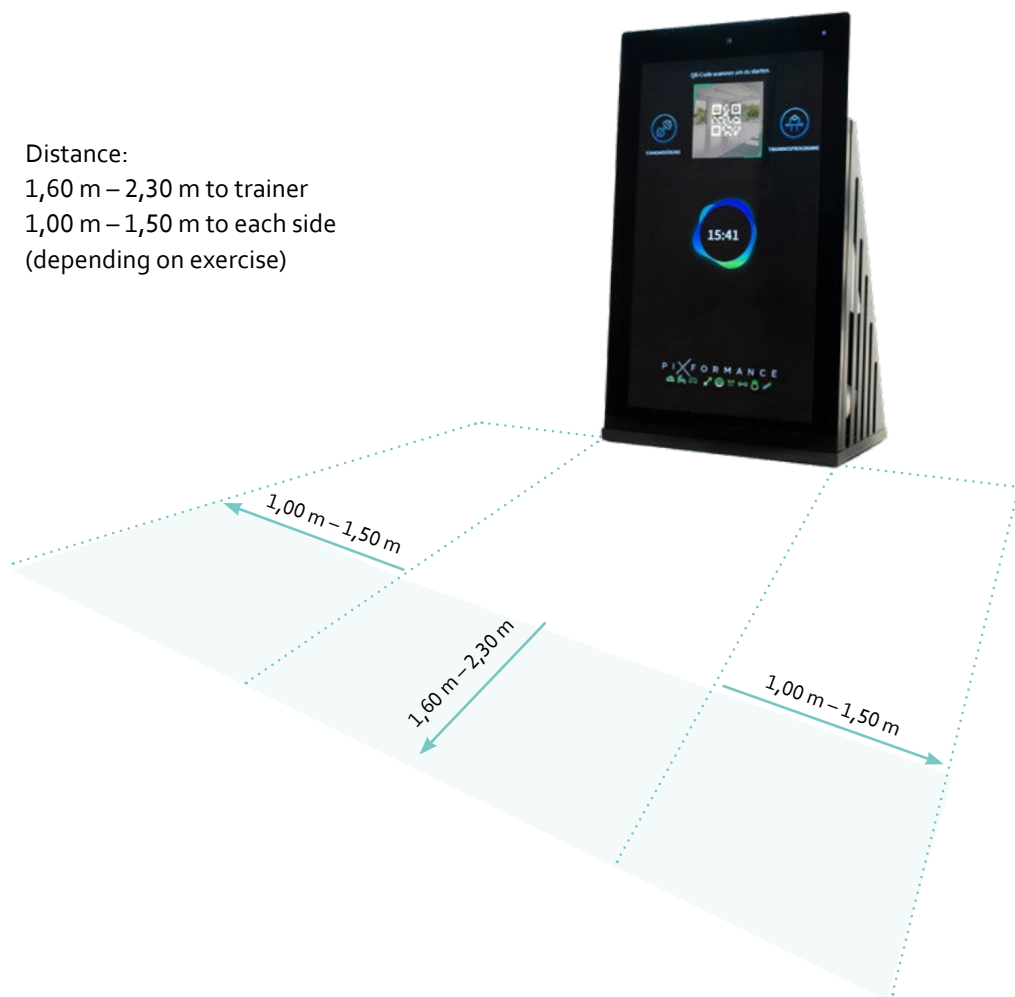
- Multiple language selection
- Personalized training videos

TECHNICAL DATA

- IEC Connector: 230 V/100 V (depending on country)
- Maximum power consumption: 800 Watts
- Ethernet (LAN-Connection)
- Weight: approx. 65 kg

Required space

Distance:
1,60 m – 2,30 m to trainer
1,00 m – 1,50 m to each side
(depending on exercise)



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

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.


MARKETING

We can support you with a marketing package tailored to your requirements and show you how to attract and retain members.

GET
STARTED TODAY!







Any questions?
We would be happy
to help you!

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