

SONY

KEEP TRACK – STAY MOTIVATED

**DIGITALISE YOUR GYM WITHOUT
REPLACING EQUIPMENT**

ADVAGYM

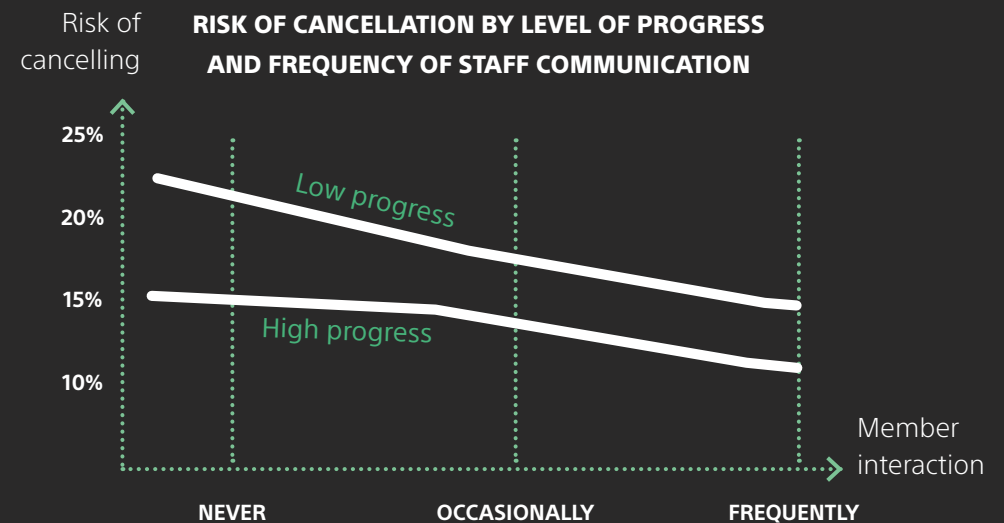
MODERNISE YOUR GYM AND KEEP YOUR MEMBERS MOTIVATED

A 30% USER CHURN RATE IS COMMON IN THE GYM INDUSTRY

A study presented in Health Club Management 2014 pinpoints two key parameters for lowering user churn: the users' progress, and communication between the gym and its members.

Users who experience high progress are more likely to stay with a gym. Frequent and relevant communication between the gym and its members also lowers risk of membership cancellation.

With Advagym, the user can create a custom training plan, log and follow up on their results at the gym or anytime in the app. Both free weights and machine exercises can be logged, and the gym can provide custom programs to inspire its members. PTs can interact with members in the app to advise and encourage members on their progress.



BRING YOUR GYM TO THE NEXT LEVEL



DIGITALISE YOUR GYM WITHOUT REPLACING EQUIPMENT

Transform your analogue gym into a modern, connected facility overnight. No need to replace existing machines – the hardware can be retrofitted on all major gym machine brands. Advagym is a complete system with hardware, back end, cloud storage and apps for iOS and Android. In a matter of hours you can install the hardware, set up the system, and you're good to go!



MOTIVATE AND INSPIRE GYM GOERS

The Advagym app helps motivate and inspire gym goers. Forget about pen and paper, simply touch your phone to a sensor on a connected machine to record reps and sets automatically, in real time. See your progress and workout statistics in the app, whenever you like. Get inspired by workouts from your gym, personal trainer, or your own saved workouts.



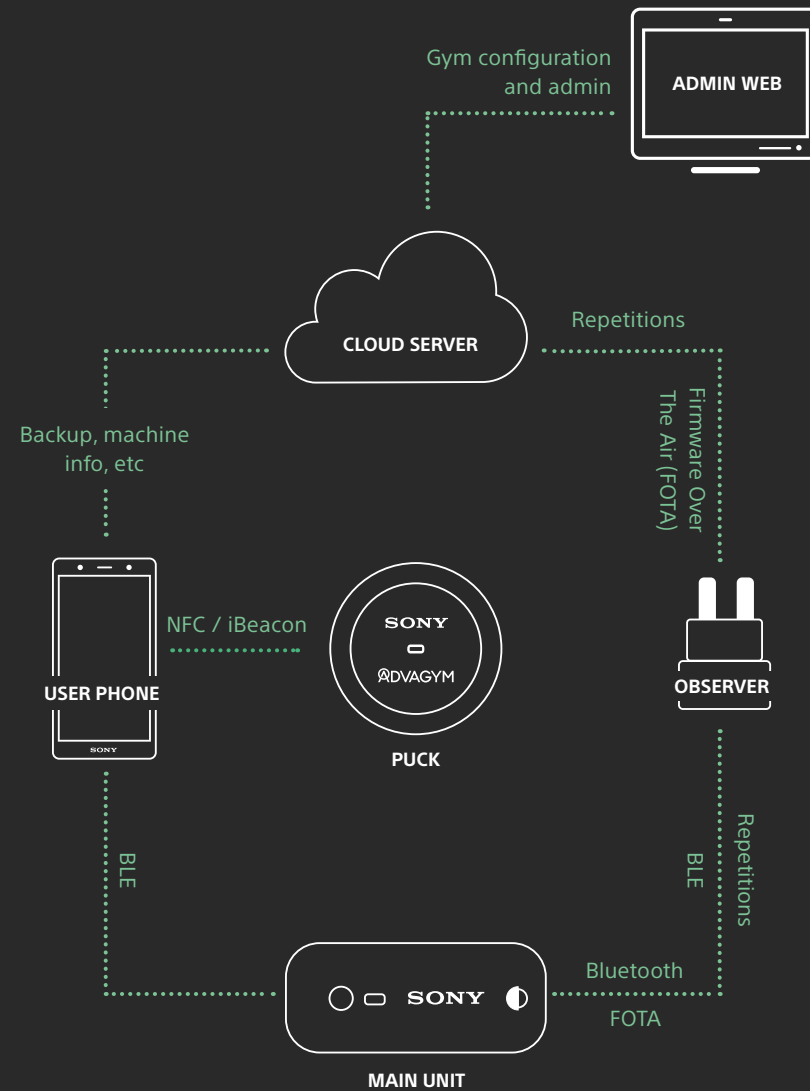
A PERSONAL TRAINER IN YOUR POCKET

Gyms can offer custom training programmes, and personal trainers can create personalised exercises with written or video instructions to share with clients. Interact with clients by offering unique workouts and feedback on their training progress.

ADVAGYM SOLUTION

We offer a complete system with sensors for gym machines and training zones, back end, cloud storage and a user-friendly app for iOS and Android.

With little or no impact on your staff workload, you can create a more engaging experience for your members, and interact more to offer unique workouts and feedback on their training progress.





THE APP

The user-friendly Advagym app helps users automatically track exercise and progress in real time. Touch the phone to a puck to log in to a machine and start the workout.

Follow a set programme from a PT or create your own. Sets and reps are saved automatically. See relevant statistics and overviews after a workout, or at any time. The user's complete workout history, machine settings and preferences are saved in the app. Get a complete training journal by adding other exercise forms manually.

APP FEATURES

Available for machine training, free weight training and cardio training. Sets and reps are saved automatically.

FREE WORKOUTS

It's easy to enter the weight, since the machine stack is known and the app suggests the weight from the user's last workout. Free weight training and cardio training can be entered manually. The rest timer helps keep the momentum. The user can add their own exercises and save favourite workout programmes.

PROGRAMME WORKOUTS

Train using the gym's suggested workouts or create your own. Personal trainers can create custom programmes for their clients. The app will inform the user of exercises to perform, the number of reps, sets and suggested rest time. Gyms can add video instructions to guide users through exercises.

ACHIEVEMENTS

Achievements are added to motivate users, e.g. 3 training days in a week, exercising 4 weeks in a row, or lifting a total of 50 tonnes.



Free on Google Play
and in App Store.

ADVAGYM HARDWARE



THE PUCK

Pucks, or ID touch points, are small sensors placed on workout machines. Users log in by touching their phone to a puck, using NFC (Android) or Bluetooth (iOS).

Pucks measure 74X16 mm and have a battery life of up to 4 years during normal operation. Batteries can easily be replaced by the gym.

ZONE PUCK

Pucks placed in free weight areas, e.g. the barbell stand. When touching a zone puck with the phone, the user can choose from a list of proposed exercises, or create their own.

THE MAIN UNIT

The main unit is the core of the Advagym system, and is easily mounted on top of the weight stack. It measures the number of repetitions and sets, as well as speed and range of motion.

The main unit measures 90X37X41 mm, and it has a battery life of up to 2 years during normal operation. Batteries can easily be replaced by the gym. The main unit communicates with the observer to transfer workout data.

THE OBSERVER

Observers are Wi-Fi based units that plug into regular wall sockets, pick up the signals from the main units and send them on to the cloud back end. The number of observers needed depends on the size and setup of the gym facilities.

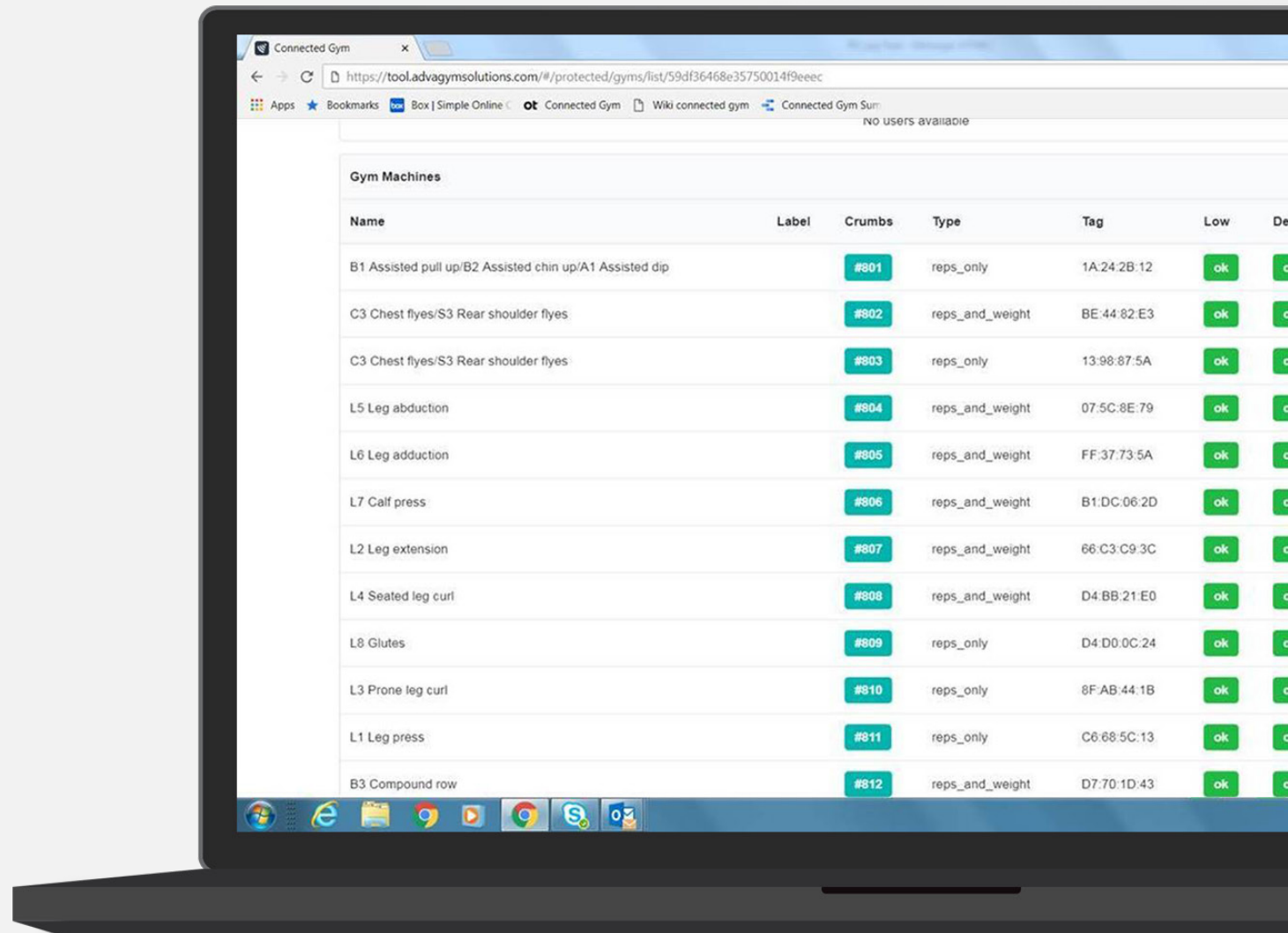
ADMIN WEB

The central admin hub for viewing everything from system status to machine utilisation details. Get data on all machine usage, even when machines have been used by members who don't use the Advagym app.

Get a complete overview of machine usage statistics and system status from all connected machines, as well as user training patterns. See and manage all available programmes and exercises. Create reports on a number of relevant parameters, such as user profiles and machine popularity.

INSTALLATION APP

The solution includes a step-by-step Android installation app, making it easy to set up and configure each individual gym machine and the entire system.





ADD-ONS

PHONE HOLDER

Phone holders made of plastic that attach to training machines, where the user can place their phone during their workout.

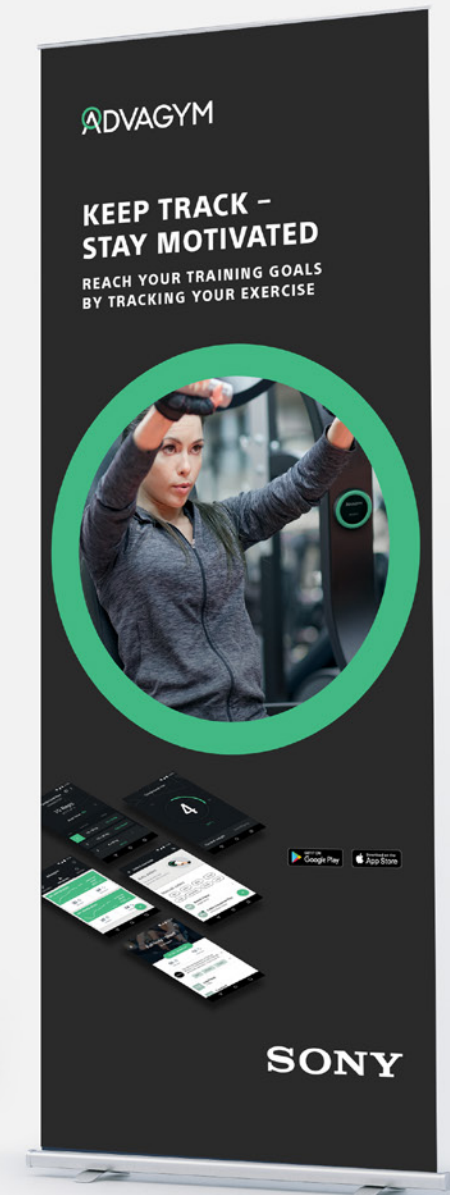
RECEPTION PUCK

When the reception puck is touched with a phone, the app is customized for that gym. Gym specific exercises and programmes are downloaded and the app gets updated with the gym machines and their weight stacks.

MARKETING MATERIAL

Advagym offers an extensive range of promotional material, from flyers and roll-ups to posters, social media content and digital assets.

- Rollup, 85X210 cm
- Poster, A3
- Display accessory, 84X84 mm
- TV screen material
- Social posts for Facebook, Twitter, Instagram
- Competition promo material
- Flyer, A5
- Promo video clip
- Newsletter content



Advagym creates a connected gym experience. Turn your gym into a modern facility with minimal installation effort. Increase member loyalty by offering a new workout experience to your users, so they can track their workout in real time and follow their progress over time. Get vital insights about machine usage and interact more with your members.

WANT TO KNOW MORE?

Contact **advagym@sony.com** for more information on how Advagym can be tailored to your gym.

www.sonymobile.com/advagym/

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