



Imagine What Fitness Can
Look Like in the Future

Take a glimpse into tomorrow's digital health club.

Imagine a future where technology is seamlessly integrated into the fitness experience—from the time you arrive at the club to the time you leave...and beyond! A future where health and fitness goals can be reached without guesswork, helping you move more confidently toward your better self. A future with uninterrupted connection to entertainment, information, personal health data, and social contacts to make fitness a seamless extension of your digitally connected world.

Imagine a future where club owners and managers will find it quicker, simpler and more cost-effective to meet the needs and desires of club members—with new revenue opportunities along the way—and where fitness equipment can be remotely managed and updated with minimal time and expense.

Intel has.

At Intel, we're working with industry leaders to turn this vision into reality, transforming the fitness experience at every turn. Join the digital fitness revolution, as Intel® architecture helps deliver a media-rich user experience, reduce development time and costs, enable superior manageability, and provide the performance necessary to support future development.



Imagine The Value...

...For Fitness Club Members

Take a walk through the digital fitness center of the future to see what it could look like. First, as a club member, check-in takes barely a second via biometrics, with instant access to your on-going fitness history—no worries if you've left your card at home or forgotten your progress records. Any machine you choose—whether a bicycle in a class, weight machine or treadmill on the floor—can identify who you are and has a record of your past workouts.

Based on the goals and medical history you entered when you joined the club, and your most recent workouts, software will evaluate your progress and make recommendations for the day's training, adapting to your individual abilities and preferences to guide you through your program. Intelligent training equipment can even analyze your movements and offer corrective guidance.

Challenge yourself by racing against others or competing against your personal best. At the touch of a button you can know how many miles you've run, how many calories you've burned, how close you are to your daily or weekly activity goal or what you've contributed to a team challenge.

But it's not all about sweat and burn. You'll enjoy on-demand news and entertainment, including high-definition video and music, or a virtual fitness environment to keep you motivated and on task. You can invite friends online to view your progress as you work out, Tweet encouraging messages, issue challenges and offer friendly competition.

Track progress from home and share it with your personal trainer or physician. Or send instant, on-demand reports to your physical therapist. On the road, take your personally designed fitness program with you; it can adapt to the equipment you have available and your record progress so you won't miss a beat when you return to the club.

Consider it a lifestyle challenge and integrate health-related data from other areas of your life—for example foods consumed and calorie intake, indirect calorie burn, hobbies and interests, health concerns and limitations. You can get a comprehensive look at your overall health picture, then track progress and get tangible feedback as to whether your lifestyle choices support your goals.

...For Gym and Club Owners

Today's consumer is inextricably linked to the world of Internet connectivity, and they're ready to extend that into the digital fitness experience. But how do you offer all this at a profit? As a club owner and operator you'll enjoy enhanced operating efficiency with precise electronic record management. You can use targeted ads and side-bar promotions to provide additional revenue while your members enjoy music, news, entertainment, sports, or a virtual gym experience on high-definition video terminals. You can even provide members with fee-based "premium" content such as their favorite online magazine or newspaper.

Improve client retention by capturing membership data to help evaluate trends, interests and equipment popularity. Use it to reward progress, generate customer loyalty, or nurture members who may be at risk of dropping their memberships. Extend the reach and improve the efficiency of your personal training team by providing a more welcoming on-site experience for new or older members, using video displays to present simple instructions for equipment operation and personal workout plans, tailored to their needs.

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 costs for maintenance and upgrades.



Imagine The Value...

...For Health Professionals and Corporate Wellness Directors

Doctors, physical therapists and trainers can work with patients and clients to design a regime that is easy to follow, tracking progress via electronic record management. This makes it easy to communicate recommendations, concerns or congratulations via computer, cell phone, or video terminal during or after a workout. If your company offers bonuses for proactively maintaining good health—and as a result, lowering company health care costs—you can have your progress sent directly to corporate wellness directors or insurance personnel, validating your activity.

...For Original Equipment Manufacturers (OEMs)

Robust and scalable Intel® platforms let you deliver unique and powerful user experiences and make the most of your software development investment. Intel architecture, with its performance-per-watt leadership lets you easily incorporate new product features and take advantage of new applications and usage models while minimizing hardware redesign cost and resources. Add a new dimension to your business and explore new revenue streams by using Intel's ability to deliver a high-quality Internet experience, remote manageability, and data portability.



Why Intel?

With Intel®-based platforms, you benefit from an interoperable, open development environment that can deliver exciting new fitness and health club equipment capabilities quickly and cost effectively. Common hardware and software throughout the entire value/development chain gets you to market more quickly than proprietary platforms, even under resource-constrained conditions.

The fitness center of the future will feature equipment with basic computing requirements all the way to the very feature-rich—necessary for high-definition video, broad connectivity (within the gym and without) and remote management. Using the same architecture from top to bottom reduces development time and costs, simplifies maintenance, and provides the ability to grow and scale applications.

Both club owners and OEMs will want to embrace the vision and move forward simultaneously, manufacturing and installing modular equipment built on open standards so that upgrades will be seamless and less expensive.

Intel offers many additional advantages:

- **Intel® Active Management Technology¹** decreases operational costs with low-power management and power savings capabilities. It also decreases IT support costs with improved remote management, enabling remote software upgrades, maintenance and repair. This reduces service calls, average power consumption and staff requirements for software updates and asset tracking.
- **Intel® Virtualization Technology²** lets developers run multiple operating systems in secure partitions. This simplifies porting of legacy applications onto new platforms, increases determinism of time-critical functions and improves security and stability of safety-critical code.
- **Intel® multi-core technology** offers scalable and energy-efficient performance in a smaller footprint. With multiple execution cores within a single chip, these processors are ideal for communications and embedded systems where performance-per-watt has become increasingly critical. Each execution core in an Intel® multi-core processor is clocked slower than a single-core processor, resulting in lower input voltage and greater performance.
- **Intel® Trusted Execution Technology³** protects against software-based attacks by integrating new security features and capabilities into the processor, chipset and other platform components. This hardware-rooted security increases the confidentiality and integrity of sensitive information and allows secure transmission of personal workout information.
- **The Intel® Embedded and Communications Alliance**, Intel's extensive third-party development network, can dramatically cut time and cost to deliver, deploy and upgrade complete platform solutions by letting you choose from a wide range of applications, software, operating systems and technical expertise at a variety of performance, functionality and price points (intel.com/go/eca).

The Connected Gym: It's A Perfect Fit!

Consumers now expect their digital lifestyles to flow effortlessly and seamlessly between home, car and office, and the fitness experience is a natural extension of this trend. Intel architecture is highly interoperable with existing consumer electronics as well as embedded industrial computing solutions, ensuring that fitness equipment manufacturers will be aligned for seamless integration and connectivity.

Ensure that your fitness equipment roadmap is leading you into the future. Intel architecture has the technology, now, to help you create an outstanding experience for fitness and health club members while providing additional revenue sources and reducing operational costs for club owners.

Learn more at <http://www.intel.com/go/medical>

1 Intel® Active Management Technology requires the computer system to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. Setup requires configuration by the purchaser and may require scripting with the management console or further integration into existing security frameworks to enable certain functionality. It may also require modifications of implementation of new business processes. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see www.intel.com/technology/platform-technology/intel-amt/.

2 Intel® Virtualization Technology requires a computer system with an enabled Intel® processor, BIOS, virtual machine monitor (VMM) and, for some uses, certain computer system software enabled for it. Functionality, performance or other benefits will vary depending on hardware and software configurations and may require a BIOS update. Software applications may not be compatible with all operating systems. Please check with your application vendor.

3 No computer system can provide absolute security under all conditions. Intel® Trusted Execution Technology (Intel® TXT) requires a computer system with Intel® Virtualization Technology, an Intel TXT-enabled processor, chipset, BIOS, Authenticated Code Modules and an Intel TXT-compatible measured launched environment (MLE). The MLE could consist of a virtual machine monitor, an OS or an application. In addition, Intel TXT requires the system to contain a TPM v1.2, as defined by the Trusted Computing Group and specific software for some uses. For more information, see www.intel.com/technology/security/.

