

# What is Myzone?

myzone®

Myzone has been designed to make people feel good before, during, and after exercise.

Myzone is an innovative wearable heart rate based system that uses wireless and cloud technology to accurately and conveniently monitor physical activity. Myzone delivers a fully connected solution for fitness club operators and is respected as the fitness industry's wearable of choice. It is successful not only due to its accuracy (**99.4%**) and relevance to concerted exercise, but also the smartphone app which leverages social accountability and game mechanics to drive positive exercise behaviour. Myzone monitors heart rate, calories and time exercising which converts into Myzone Effort Points (MEPs), focusing on rewarding effort rather than fitness.



# A wearable device that **rewards effort.**

Display real-time heart rate, calories, and intensity using five simple color-coded personalized zones.

Myzone works collectively in group settings and exercise classes, or individually on your smartphone via the Myzone app. Through built-in challenges, personal goal setting, gamification, and an online social community, users are motivated to sustain physical activity through a fun and inclusive platform.



Get results your customers can trust with 99.4% EKG accuracy.



Customers can view their effort in real time on their smartphone or In Club TV.



Connect to 3rd party equipment and other wearable devices for maximum versatility.



Myzone allows customers to earn points, gain status rankings and compete with friends.



Help your community flourish with in app social features which allows engagement and motivation outside of the club environment.



Myzone was recognized in 2018 by IHRSA as the Associate Member of the Year.



## Key In Club Features

### IN CLUB FEATURE

The In Club Solution is the package that operators purchase to implement within the club environment. There are two ways you can set up the Myzone System within your facility.

1. It comprises of a **Stick PC**.
2. It comprises of a **Touchscreen** which is ideal for trainers who would like to interface with the Myzone menu before, during or after a workout.

Both options require a **Receiver, License fee** and **MZ-3** or **MZ-1** modules.

### Challenges

Turbo-charge member engagement by running group challenges monthly or seasonally. With plenty of ideas waiting for you on the Myzone marketing portal, it's never been easier to get started.

### Virtual Classes

This feature helps operators expand their group x schedule beyond live classes, allowing operators to utilize the group x room during quiet times. It also helps the sales team overcome the common member objection of "I am not sure your group x schedule fits my schedule." Now it does.

### Zone Match + MZ-Fitness Test

Zone Match is a color driven cardio game where members aim to match their own Myzone Effort Tile to the target color. By gamifying the Myzone experience even further, Zone Match fosters competition and community within your club.

Myzone Fitness Test uses the Zone Match feature to guide members through a set 15 minute cardio session, measuring their heart rate recovery at the completion of the session, a metric that reflects cardiovascular fitness.

### Class Creator

Customize your classes to guide each member in relation to where their effort level should be during given exercises.

# Overview of In Club Screens

The Myzone In Club Screens can show a variety of different content from class participants, Zone Match, MZ-Instruct, Class summary screens and many other options. Below are a few examples of the types of set-up you can see and what the details mean.

## NON PRE-SET CLASS SCREEN

SPACE WHERE CLUBS CAN ADD THEIR LOGO

TOTAL MEPS OF PARTICIPANTS ON SCREEN AT GIVEN TIME

ACTUAL TIME AT A GIVEN MOMENT

YOUR TV ADVERT/PROMOTION/IMAGE SLIDE GOES HERE

Zone's summary  
Current % HR  
Current Zone Color  
Actual HR

John 62  
68%  
123

myzone 272 16:44:51 myzone

Al	Dave	Davis	Gary
46%	88%	65%	80%
71%	87%	86%	54%
John	Mark	Mary	Pete
68%	64%	45%	73%

THE TILE SHOWS,

- % Heart Rate (HR)
- Total MEPS
- Calories Burnt
- Actual Heart Rate(HR)

This is the Zone Bar which summarizes a person's session

## THE CLASS SUMMARY SCREEN *\*Instance of Zone Match in this case*

SPACE WHERE CLUBS CAN ADD THEIR LOGO

TOTAL MEPS OF PARTICIPANTS ON SCREEN AT GIVEN TIME

ACTUAL TIME AT A GIVEN MOMENT

YOUR TV ADVERT/PROMOTION/IMAGE SLIDE GOES HERE

Zone Match  
Current % HR  
Actual HR

Davie 60  
17.00%  
119

myzone 233 16:44:37 myzone

Nicols	Gary	Isa	Pete
33.60%	25.90%	25.90%	19.50%
18.40%	17.50%	17.50%	17.20%
Davie	Mark	Dave	Jane
17.00%	17.00%	15.50%	15.20%
Al	Jacob	Max	
12.90%	07.50%	04.30%	

\*The Class Summary screen continued

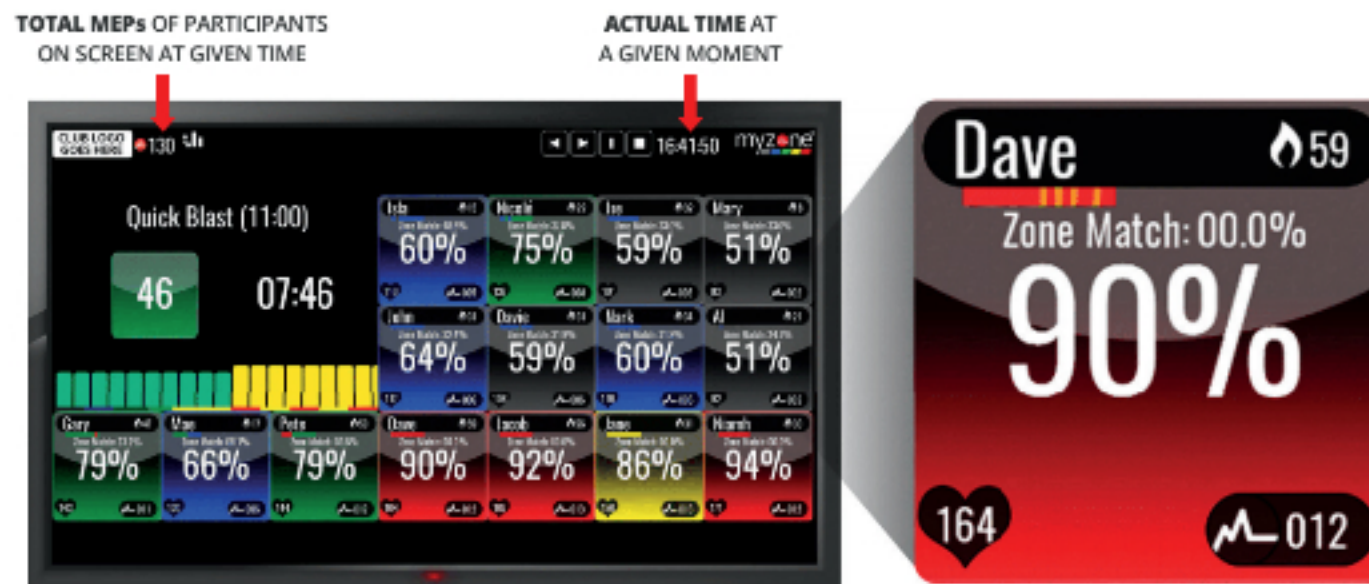
**THE TILE SHOWS,**

- Heart Rate (HR)
- Total MEPs
- Calories Burnt
- Actual Heart Rate(HR)
- Zone Match % result each person achieved
- Overall zone's that each participant are in throughout the zone match class

## THE ZONE MATCH SCREEN

This screen shows a Zone Match class where the large green tile, in this case, is prescribing the zone the users must match with a per second countdown in the center. The supporting countdown provides an indication of how much time is left in the entire class, and which zone is approaching next. The higher the match, the higher the score.

The Zone Match name is shown - **'Quick Blast'** and the duration of the class is 11 mins.



**THE TILE SHOWS,**

- Heart Rate (HR)
- Total MEPs
- Calories Burnt
- Actual Heart Rate(HR)
- Zone Match % result each person achieved
- This is the **Zone Bar** which summarizes a persons session

# The Myzone App & its Key Features



## Live workout stats & workout feed

View real time effort on your smartphone using the Bluetooth connectivity of the MZ-3 or MZ-1 belt. Your live tile displays your nickname, calories burned, heart rate, and MEP earnings, with the percentage of your maximum effort listed in the center.

View your most recent workout, MEP count, KCal count, average effort % and personal goals on your homepage feed alongside other social features.

## Social Platform & Filters

Stay up-to-date on how your friends are performing. The ability to add new connections straight from the app makes adding new friends and staying accountable easier than ever.

By setting colored custom filters and renaming them, you can easily navigate through other social connections.





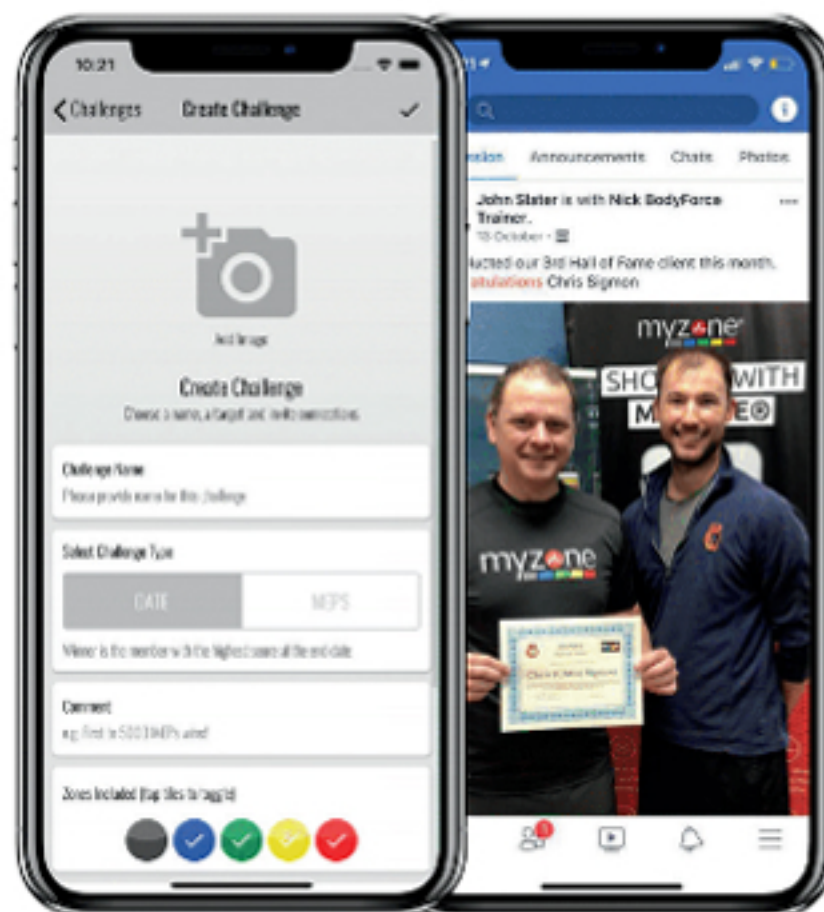
## MZ-Chat

The MZ-Chat is a key feature of the Myzone app that adds a socializing aspect to your workout, where you can chat directly, or in a group to motivate your friends. MZ-Chat also allows you to share pictures and make your chat more visually engaging.



## MZ-Challenges

Enter into group challenges or start one of your own. Challenges and Goal Setting are the best ways to stay motivated while connecting and competing with friends in the gym, or around the world.



## App customization & Third party Integration

The Myzone smartphone app integrates with 3rd parties such as Apple Health, Evolt, Inbody, Garmin, Strava and many more. Your workout data can all be shared with integrated systems.

You can also customize by adding your logo to the Myzone app to brand the user experience.

# What's new in Myzone?

## MZ-Instruct

MZ-Instruct is a feature that brings a new dynamic to a class, promoting engagement with the Myzone screen and allowing the instructor to focus on form and class motivation, whilst following a preset class designed by the club or trainer themselves. It reminds members about what the exercise pattern is to look like, and releases the instructor to focus on what matters, that is corrective feedback and an experience. MZ-Instruct is part of the existing Myzone license fee, to receive MZ-Instruct, contact your account manager who will activate this for you. Simply provide them with your facility code when you make contact or email [support@myzone.org](mailto:support@myzone.org)

Classes can be pre-set and facilities can use the Myzone pre-loaded functional videos or can shoot their own videos. Bringing the trainer to life on screen, as well as having them present within the class, provides focus and improved class engagement and interaction. Customers follow simple onscreen videos, whilst being coached and motivated within a class setting.

### CUSTOMIZE A SINGLE ZONE



### WARM UP/PREVIEW VIDEOS



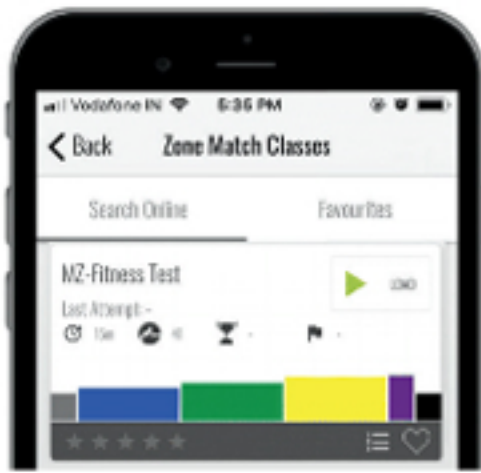
### CUSTOMIZE DATA ON STATIONS



### POST WORKOUT SUMMARY







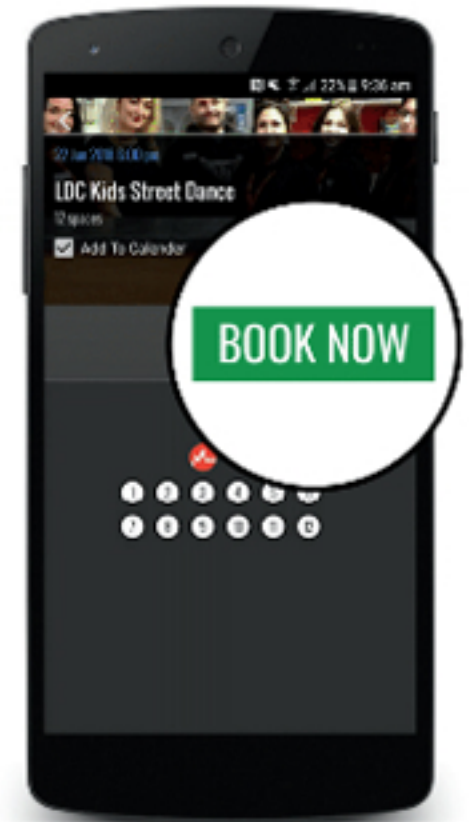
## MZ-Fitness Test

A heart rate recovery test that will be brought into the Myzone software/App comprising a 15-minute class increasing from Grey to Yellow, followed by a one-minute countdown to see how far the heart rate drops. Heart rate recovery is a widely accepted metric for cardiovascular fitness, the further the drop, the stronger the heart.



## MZ-Book

A booking app allowing operators to create classes in the Myzone owners page which then appear in the Myzone app for members of that facility to book.



## MZ-20 Home Scale

The MZ-20 Home Scale provides seamless live data delivering feedback from the convenience of your home. It is ideal for people wanting to monitor their body metrics on a high frequency basis to ensure they stay on track with their goals.



## MZ-Motion

A feature in the Myzone app that measures the time spent moving while *not* wearing a Myzone belt. This feature will not earn MEPs, but acts as a stepping stone for anyone without Myzone to see how active they are before purchasing a belt. It also allows those with Myzone to record their everyday movement.



## MZ-Bodyscan

A portable 3D body scanner, which allows instructors/trainers to scan users and produce a 3D body scan that can help provide a before and after of their body shape.



## MZ-Console

This will allow for equipment suppliers to place Myzone as an app on the cardio screens within a club environment\*.

*Product updates are under development. Information is correct at the time of print and may be subject to change.*

# How does Myzone benefit your club?

## ROI

**RETENTION:** On average, Myzone members stay 24% longer than members without Myzone.

**LOYALTY:** Myzone users are likely to refer a friend to your club.

**NPS:** Myzone increases members NPS score by 11 points.

## In Club Experience

Myzone provides your club with an engaging, entertaining, and motivating platform for your members.

## Data Intelligence

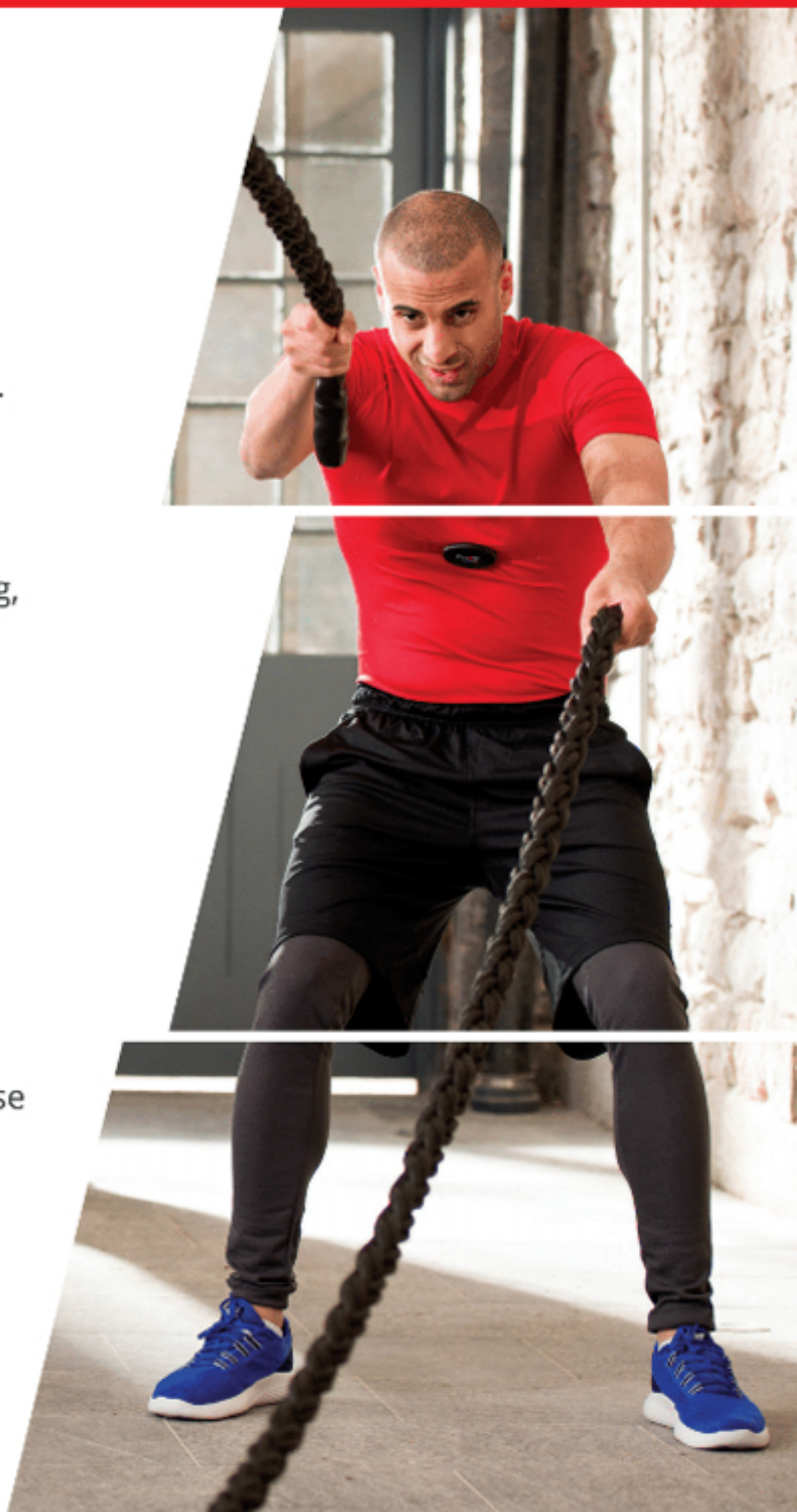
Give your trainers and coaches the tools to help your members succeed using real data about their fitness.

## Customer Engagement

Clubs across the world use Myzone to help amplify a sense of community and teamwork among members.

## Relevant Tech

Myzone was designed for Club Operators by Club Operators.



# Meet the most versatile fitness tracker with 99.4% EKG accuracy. **The Myzone MZ-3.**

The **MZ-3** is the most relevant and versatile fitness tracker on the market, using Bluetooth, ANT+ and Analogue technology to provide real-time feedback on heart rate, calories and effort.



## Technology that drives your workout to the next level

The **MZ-3** is a well-crafted piece of technology with multi-functional features that helps you to track your workouts, stay motivated and set goals to get the maximum result from the effort you put in.



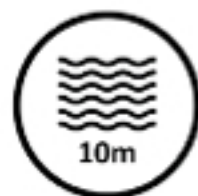
Rechargeable



MEPS



Bluetooth



Water Resist



16 Hr Memory



Up to 7 months  
on a single charge



ANT+™



Kilocalorie



KHz



Live Display

Learn more about Myzone MZ-3 at  
[myzone.org/mz-3/](https://myzone.org/mz-3/)

# MZ-1, MZ-60, Zone Match MZ-Fitness Test & MZ-Motion

## Heart rate tracking bundle with paid programming.

The MZ-1 is the perfect value-add for your club membership package. Designed with the class-goer in mind, the MZ-1 is ideal for boutique and/or functional class/club only operators who want to encourage Myzone activity for functional-only members.

- Live data stream to In Club Myzone display
- Live data stream to Myzone App and 3rd Party Apps
- Easy-to-change coin-cell battery
- Bluetooth & ANT+ connectivity
- Sweat-proof module and strap
- Washable strap



## Train on the go. No phone needed.

The MZ-60 was born out of simplicity, for those who want to see their heart rate feedback without pulling out their phone. The MZ-60 pairs seamlessly with the MZ-3 and is available in 40mm and 44mm.

- 24- or 12-hour clock
- Alarm
- Stopwatch
- Live HR data streamed directly from the MZ-3
- Water resistant to 30m

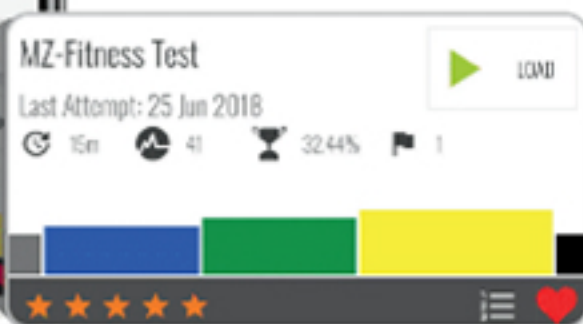


## Zone Match

The same Zone Match, now mobile-compatible. Members earn points and compete with each other to match their personal tile to a pre-defined color. Simply set a time duration, choose the preferred cardio experience, and watch your members embark on a zone journey designed to improve their heart rate recovery while competing with their friends.

## MZ-Motion is now **Live**

Myzone has created MZ-Motion to ensure that every incidental movement you perform is recorded. By utilizing the accelerometer and movement of your phone, every minute that the phone is in motion i.e walking will equate to one MZ-Motion, giving you an overall picture of your non-exercise activity time.



## MZ-Fitness Test

The MZ-Fitness Test is a fun feature that is designed to help your members monitor their fitness over a period of time. It is a feature within the app, which measures how far the users heart rate falls within 1 minute of the cardio test, indicating cardio vascular strength. The further the drop, the stronger the heart. When your members have performed more than one MZ-Fitness Test they will begin to see their historic data.

# Operator resources for successful marketing of Myzone in clubs

## Marketing Collaterals

The club operators have full access to a built-out collateral base full of flyers, banners, and posters describing the difference between heart-rate monitors vs. wrist trackers, highlighting Myzone's products and new Myzone 3.0 features, etc. to help them build awareness around the Myzone system. There is also a digital collateral available such as social media posts, app images, and more.



## Challenges & Competitions

Through the Myzone app, operators can create challenges to encourage friendly competition through gamification. Myzone will provide all the necessary collateral, such as print materials to hang around the club and digital materials such as social posts, adverts for the TV screens, etc. to help marketing teams drive interest in each challenge throughout the club.

Operators can also upload and share member's workout data through social media with relevant hashtags to promote the club and grab attention of unengaged members.

## Video Content

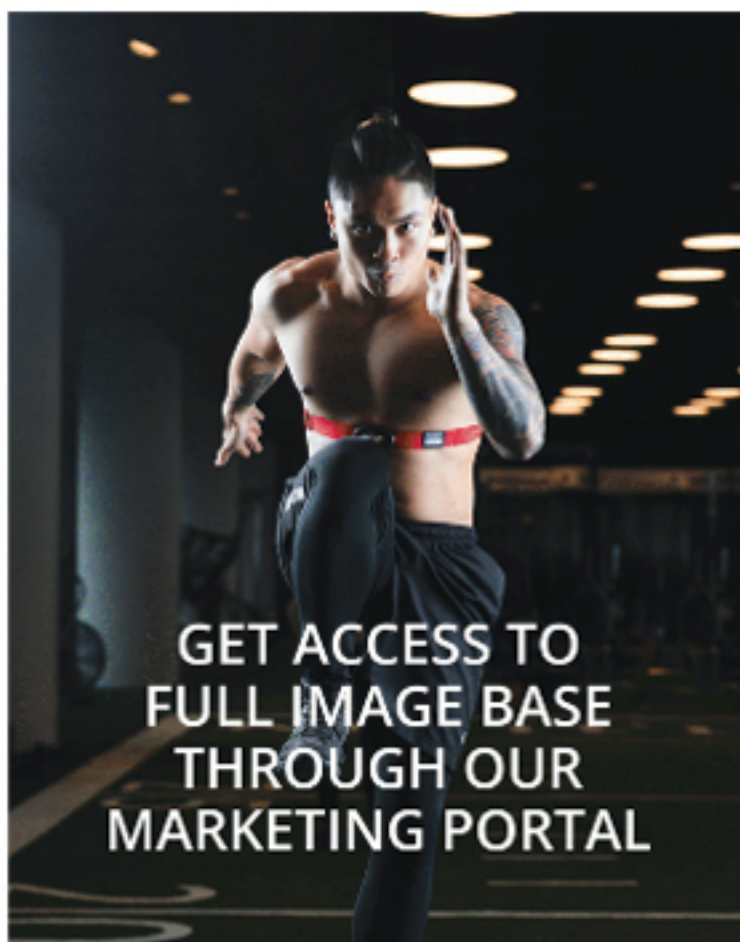
Use the fully informative Myzone **YouTube** channel and videos to help promote the use and benefits of Myzone to the members of your club. These videos can all be downloaded and shared to members to help educate them at their comfort zone.

Moreover, the live streaming of **Fitness Friday** workout on Facebook and YouTube by our Master Trainers helps operators & members to acquire the most updated workout tips and keeps them engaged with fitness.



## Support

The marketing and sales team of your club will have access to **24/5** Myzone support via live chat, email, or phone. Your Team members can also learn the 5 ways Myzone helps the sales team, how to sell memberships, how to successfully grow your club, and much more through our **How to make Myzone a Success** videos on YouTube.

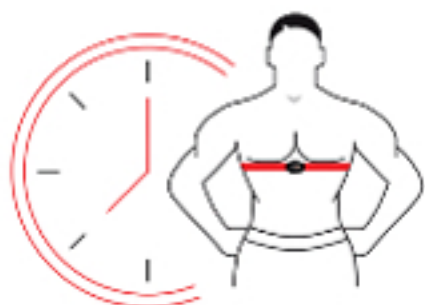


# The Stats



## Build community.

Myzone users who have more than 4 social connections crank out 41% more exercise than those with 0 social connections.



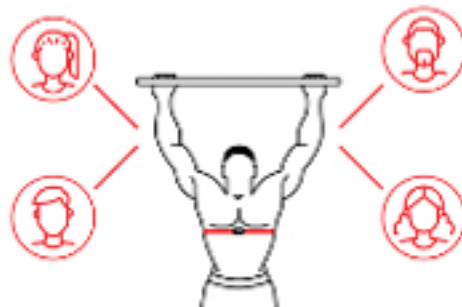
## Increase retention.

Myzone members stay 24% longer than members without Myzone.



## Increase club visits.

Myzone increases club visits by 33%.



## Increase loyalty.

Myzone increases members NPS score by 11 points, which means they're more likely to refer a friend to your club.



## Increase secondary spend.

Myzone users spend 3 times more than the average gym-goer.



*Learn how Myzone can help your club.*  
Know more at [myzone.org](https://myzone.org) or [info@myzone.org](mailto:info@myzone.org)

**myzone**<sup>®</sup>