



 **LIFEFITNESS**
FAMILY OF BRANDS

BUILDING THE RELATIONSHIP BETWEEN
FITNESS AND HEALTHCARE

WHY FITNESS MATTERS

Physical activity plays a major role in preventing and managing chronic illness and improving overall wellness.

It also affects the communities we live in, our jobs and the economy. Healthier, more active people take less sick days, which reduces insurance costs (for both employer and employee), consequently improving productivity, creativity and happiness. There are \$117 billion dollars spent on health care costs associated with inadequate physical activity. Preventing and reducing—instead of reacting—to these wellness issues is the first step.

Six in ten Americans live with at least one chronic disease, like heart disease and stroke, cancer or diabetes. For people with physical disease, physical activity can help manage these conditions and complications.

GETTING ENOUGH ACTIVITY COULD PREVENT 1 IN 10 PREMATURE DEATHS

It could also prevent:

1 IN 8 CASES OF BREAST CANCER

1 IN 8 CASES OF COLORECTAL CANCER

1 IN 12 CASES OF DIABETES

1 IN 15 CASES OF HEART DISEASE



THE PURSUIT OF FITNESS

The facts and figures can be daunting. Our mission is to inspire healthier lives. The Life Fitness Family of Brands comprises five distinctly different global fitness brands that provide opportunities for people of all fitness levels to be active—and to enjoy the pursuit of their fitness and wellness goals.

Life Fitness and its family of brands is rooted in more than 50 years of product innovation, reliability and trust. That's why our equipment is found in the best health clubs and fitness facilities on all seven continents.



LifeFitness

**HAMMER
STRENGTH**

SCYBEX

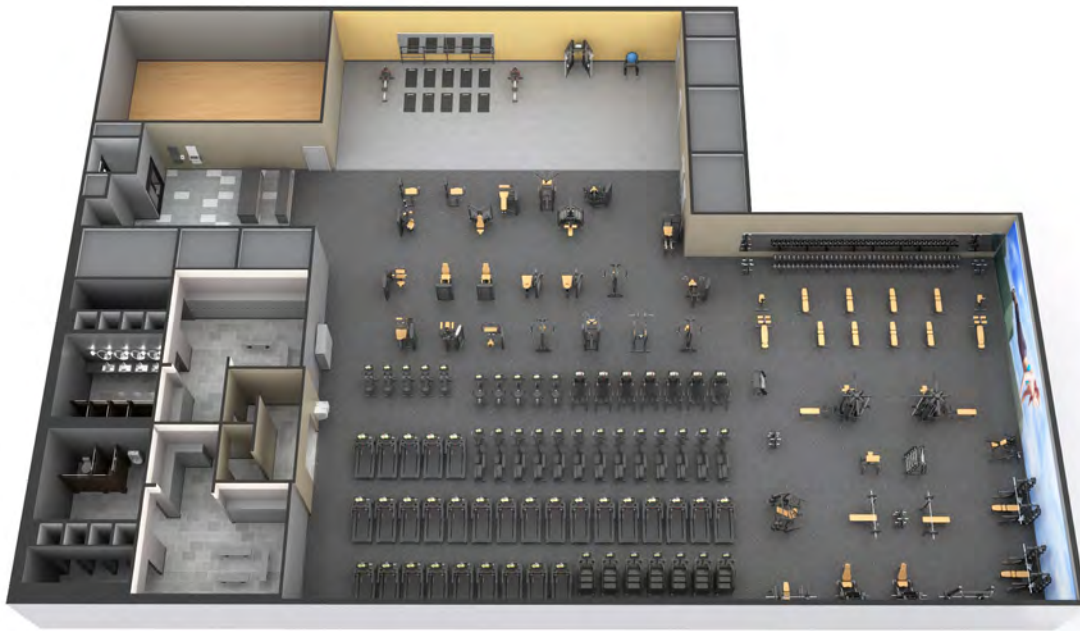
INDOOR CYCLING
GROUP

SCIFIT

FROM INSPIRATION TO INSTALLATION

Our sales team members average nearly 10 years with Life Fitness and have a collective 1,370 years of experience. They know what their partners need and what it takes to bring their vision to reality. Creating an effective fitness environment means finding the perfect combination of space and equipment. Our expert facility design team illustrates an ideal plan and creates 2D and 3D layouts of your facility so you can plan every detail long before the equipment arrives.

Our wide product portfolio allows gyms of all sizes to create specific experiences for their members. From Olympic and performance training to accessible, low-impact equipment, there is something for everyone.



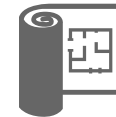
LIFE FITNESS DESIGN TEAM



5 DESIGN SPECIALISTS



50 YEARS OF COMBINED
EXPERIENCE



5K+ DESIGNS PER YEAR



150K Spaces from 200
to 150,000 square feet

WHERE THE MEDICAL FITNESS INDUSTRY IS HEADED

Wellness is a far-reaching component of medical fitness. Whether it's individualized attention from an educated personal trainer, connected fitness with on-demand trainers, medical exercise equipment that prescribes progress through real-time data recording and analysis—the Life Fitness Family of Brands has the right solution for your facility.

Every facility has different needs. We cater to those needs; from effective equipment meant for active agers to bodyweight accessories and yoga mats for those achieving mind and body goals. Our portfolio allows us to work in

tandem with facility partners and align with current trends and innovation in the medical fitness industry.

You have plenty of options when choosing fitness equipment, and putting together an ideal medical fitness facility can be a tough task. That's why we put together this simple guide to help you make the right choices. Life Fitness has an extremely varied product portfolio that includes fitness equipment for exercisers of all abilities and ages.

TOP TRENDS FOR MEDICAL CENTERS



Source: Club Intel 2019 International Fitness Industry Trend Report

CARDIOVASCULAR FITNESS ELEVATION SERIES

A premium cardio line that combines appealing design with console options to keep exercisers entertained and engaged while exercising. Connected consoles offer entertainment and on-demand workout content.



TREADMILL



RECUMBENT LIFECYCLE BIKE



CROSS-TRAINER



UPRIGHT LIFECYCLE BIKE



CARDIOVASCULAR FITNESS INTEGRITY SERIES

For those who want a sleek design and intuitive console with added workouts, or those who just want to get on and go. Multiple console choices let facilities choose the experience their exercisers want. Consoles offer wireless internet connection, so you can monitor valuable asset data.



TREADMILL



RECUMBENT LIFECYCLE BIKE



CROSS-TRAINER



UPRIGHT LIFECYCLE BIKE



ELEVATION AND INTEGRITY CARDIO CONSOLE OPTIONS



DISCOVER SE3 HD

For exercisers who want to be entertained and engaged during a workout. The intuitive touch screen offers HD TV, Life Fitness On Demand, internet and access to popular apps like Netflix™ and Pandora™. Compatible with Apple Watch® and Samsung Watch®.



DISCOVER ST

Straightforward entertainment features a touch screen with integrated HD TV.



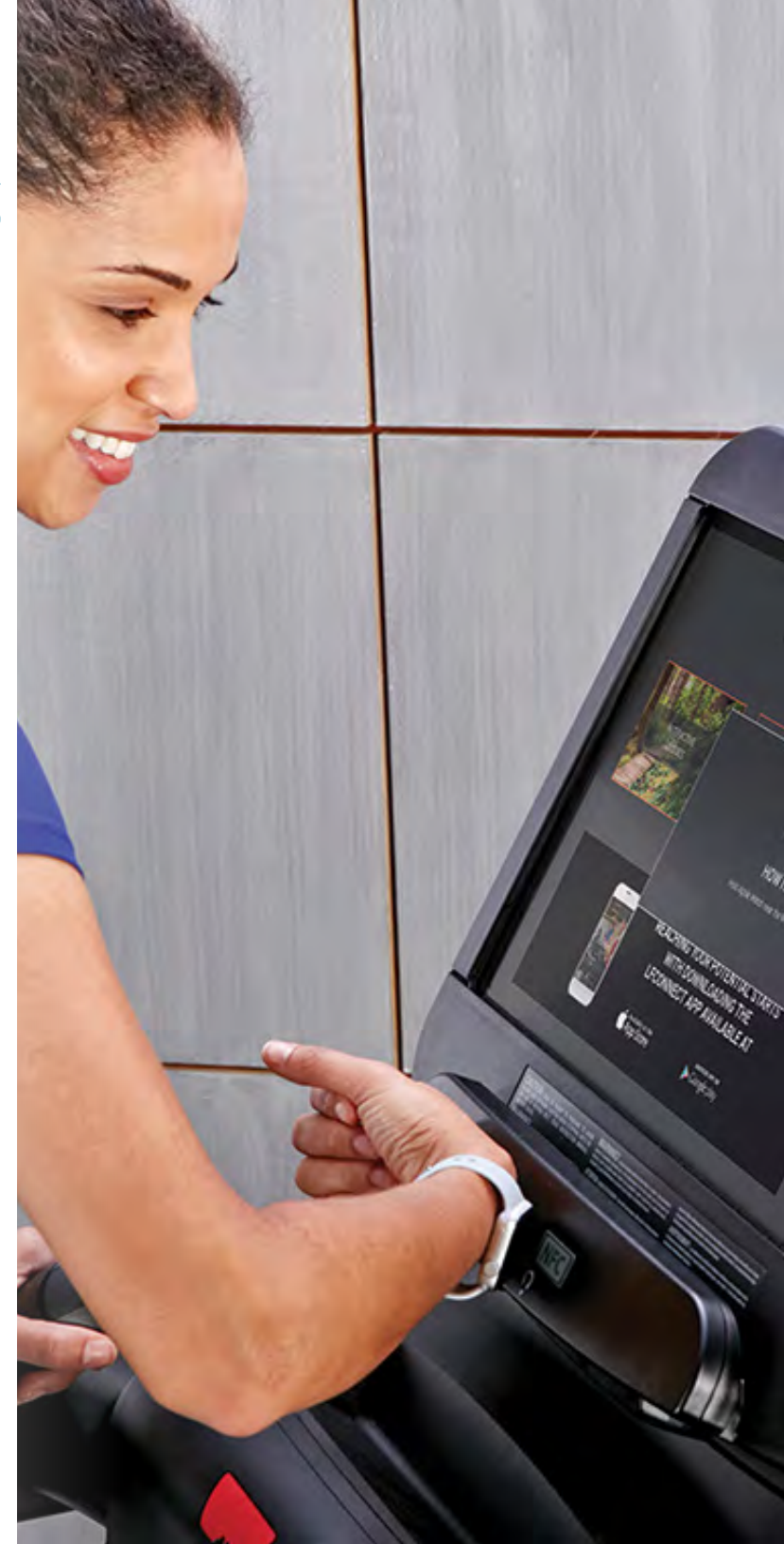
INTEGRITY X

An intuitive 7" touch screen allows for a moderate level of exerciser engagement. Available only on Integrity Series bases.



INTEGRITY C

For those who want to get on and go. An easy-to-use interface with LED screen. Available only on Integrity Series bases.



TRENDS WITH BENEFITS: CONNECTED CARDIO SOLUTIONS

Elevate your facility by connecting your consoles and taking advantage of the trending technology benefits offered by Life Fitness™ On Demand and Halo.

LIFE FITNESS ON DEMAND

Your workout is waiting with Life Fitness On Demand—a library of new, instructor-led, cardio on-demand workouts on select Life Fitness cardio. Enjoy exciting on-demand video coaching with classes designed for all fitness levels, from beginner to advanced, at the convenience of your console.



HALO

The Halo Fitness Cloud is the platform that connects fitness facilities to their staff, exercisers and equipment. Halo empowers facilities and their staff to optimize equipment usage, communicate between themselves and their exercisers, and keep cardio equipment up to date with the newest features.

Connect Your Equipment to the Halo Fitness Cloud

- View service notifications regarding preventive maintenance and equipment rotation
- Understand traffic patterns and popular equipment by analyzing usage insights
- Offer exciting new features on compatible cardio equipment with streamlined software updates
- Customize your solution to fit your facility brand, exercisers, environment and experience

FUNCTIONAL TRAINING

Functional training is imperative to the medical fitness industry because it helps us perform the everyday functions we're used to. A little history: Renowned Hammer Strength equipment—made for elite athletes and people who want to train like champions—was made by Gary Jones with a “little old lady reaching for her luggage” in mind. Even our training accessories were designed with form following function.

SMALL GROUP TRAINING

SYNRGY small group training creates energy, motivates exercisers and improves training variety. SYNRGY360 offers a dynamic focal point for small group training in any facility and SYNRGY180 offers space-efficient training options with added storage space.



SYNRGY360 is a groundbreaking small group training system designed to create memorable experiences for all exercisers. Several configuration choices, accessory options and the ability to incorporate Multi-Jungles with a SYNRGY360 unit create nearly limitless workout possibilities.



SYNRGY180 has a space-saving design that supports small group training. It can be custom-configured for more storage or training variety, and fits the training needs of any exercise programs.

GROUP TRAINING

Group training makes fitness more enjoyable, accessible and less daunting. That's why we've designed tools that cater to individuals and their needs.



Life Fitness Studio Collection Accessories

Designed with unified color direction, and builds on the psychology and preference of user function. The simple, organizational benefits and accessibility make the Studio Collection perfect for exercisers and facility owners alike.

ICG Indoor Cycling Bikes and Coach by Color

State-of-the-art indoor cycles are perfect for creating your own atmosphere or environment. The sleek design, along with advanced training programs and connectivity allow you to shape the way your exercisers experience group training. The Coach By Color training system delivers color coded feedback to maximize the training experience for every use, allowing them to reach their goals faster.



STRENGTH IS A JOURNEY

We know what it takes to be a champion, but we also know that everyone had to start somewhere. That's where we come in.

SelectORIZED equipment limits the path of motion your muscles take to move the weight. Beginners, seniors, rehabbers or those who are intimidated by weightlifting should start here. We offer several options designed specifically for these exercisers.

Cable Motion™ equipment uses cables to give more freedom in range of movement, allowing for exponential variety in muscle engagement. Cable motion can be used extremely effectively for anyone beginner to advanced—and everyone in between.

Plate-loaded equipment is specially designed to have the smoothest interaction with exercisers while still having a defined path of motion. It serves as the gatekeeper to accessories and free weight exercises.

Performance training includes Olympic training and advanced functional training that is designed for athletes and people who are training for specific events. Typically you will see exercisers taking advantage of Hammer Strength racks, rigs and perimeter setups for performance training.



PRESCRIBING PROGRESS WITH SCIFIT

SCIFIT equipment provides opportunities for people of all ages and abilities to live freely and stay moving. Our equipment and programs help improve the strength, agility, balance, flexibility, endurance and motor control needed to make daily living easier.

Whether your exercisers need low starting resistances and extremely small incremental resistance changes, bi-directional resistance for even muscular growth, cardiopulmonary rehab options or just equipment designs that allow for different body shapes and wheelchair access—SCIFIT has a tailor-made solution for you.



RESULTS ARE FOR EVERYONE

Cyber Total Access selectorized weight equipment is made to accommodate everyone. It's a line of commercial fitness equipment accessible to the physically disabled.

The Cyber Arc Trainer is a popular alternative motion cardio unit that offers extreme efficiency and effectiveness backed by exercise science. It's really three machines in one. At lower incline levels, it glides like a cross-country skier. In the middle, it strides like an elliptical. At higher levels, it's a climber. The Arc Trainer produces less stress on the knees than walking, and is ideal for general exercisers, those looking for a challenging HIIT workout, and everyone in between.



WHY CHOOSE LIFE FITNESS

A man in a light blue t-shirt and dark pants is running on a treadmill in a gym. The background shows other treadmills and gym equipment, with a bright, airy atmosphere.

The Life Fitness Family of Brands is in the business of inspiring healthier lives, and supporting our customers who have the same goal. Our diverse product portfolio, including Life Fitness, Hammer Strength, ICG, Cybex and SCIFIT, allows you to choose the equipment that's ideal for your business and exerciser experience.

RUGGED DURABILITY

Our in-house reliability testing labs put our fitness equipment through dozens of tests to ensure that it meets the most stringent durability standards

DESIGNED FOR EXERCISERS

Exercisers want fitness equipment that feels natural and is effective. The Life Fitness biomechanics lab continually tests our equipment to improve the exerciser experience.

PARTNERSHIP MENTALITY

We work with our customers from start to finish; from inspiration to install and more. Our Life Fitness Academy trainers provide expert education and provide our customers with training programs and support well after their equipment has arrived.

RELIABLE SERVICE

Limit downtime and keep your facility running at full speed with the help of the largest global dedicated service organization in the fitness industry.

CREATE YOUR UNIQUE FITNESS EXPERIENCE

Easily create the fitness experience that resonates with your members and transform your facility into a place where everyone wants to be. We know the trends, experts and insights that allow unique member experiences, and provide continuing service with marketing materials, LFA education, and digital success coaches. Offer your members the best fitness solution in the world, available with the one-stop shopping provided by our wide range of fitness brands.

** Most of our equipment is proudly made in the U.S.A.*

WE'RE WITH YOU EVERY STEP OF THE WAY

DELIVERY AND INSTALLATION

Life Fitness has fully trained installation teams throughout the United States and Canada who install and commission equipment to the highest possible standards – with minimal intrusion.

BOOKING A DELIVERY

Your dedicated customer care associate will be in regular contact to track the progress of equipment delivery. For safety and equipment damage reasons, it's essential that all building work be completed prior to delivery. Equipment delivery and installation should be the last step before you open.

SKILLED SERVICE NETWORK

Our customer service success comes from the quality of our equipment, as well as our dedicated response mentality. We understand the frustration of facility downtime. In the U.S., we have 55 Life Fitness service technicians, 60 call center agents, and more than 300 certified independent service operators. Our customer-centric approach delivers Life Fitness quality support. From technicians to schedulers, parts advisors to contract advisors, we make sure your facility is running at full capacity. We also have the Life Fitness Service Parts website that provides 24/7 access to parts for all Life Fitness equipment. Our Technical Support Team can be contacted easily by telephone, email or our online contact form.





INSPIRE HEALTHIER LIVING

Choose Life Fitness to work with you every step of the way to ensure your facility is effective and inviting. Arrange a time with your local sales representative to become familiar with Life Fitness equipment. Choose Life Fitness as your partner to best align with the aspirations you have for your new facility and to help inspire people toward healthier lives.



ANDY DUNN
National Account
Director



FORREST CORY
East Regional
Manager



GARY KILANOWSKI
West Regional
Manager





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www.lifefitness.sk
www.fitplus.sk