SONIC FITNESS

The Team

Sonic I.T. Communications Inc. dba Sonic Fitness has been in business since 1995 providing computer technology solutions and support; and is an authorized Lenovo reseller. Sonic's unique blend of fitness and technology expertise uniquely positions it to distribute, and support the iQniter Cardio Training System in North America.

Suunto is a leading designer and manufacturer of sports precision instruments for diving, training, mountaineering, hiking, skiing and sailing. Prized for their intuitive design, accuracy and dependability, their precise instruments combine aesthetics and functionality of watches with sport-specific computers that help athletes at all levels analyze and improve their performance. Suunto is a division of Amer Sports, which is a sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto, DeMarini, Precor, Louisville Slugger and Queenax. Amer Sports Net Sales for 2014 was over 2.2 Billion EUR

The Danish company **iQniter**, is a partnership between FITpartner a successful distributer of Suunto Fitness Solution in Denmark and Suunto. iQniter is responsible for software development, support and global distribution for iQniter Cardio Training, the successor to the Suunto Fitness Solution system.

iQniter cardio training Powered by SUUNTO

What is it?

- It is a heart rate monitoring and reporting system designed specifically for fitness clubs.

What is its purpose?

- To guide and inspire people to train more effectively and to reach their goals by utilizing real time intensity feedback and summary reports.

What can it tell your members?

- The true measured effort needed to complete the exercise. Whether or not you've improved your fitness level over time; if there was enough intensity and duration to improved or maintain your fitness level, and calories burned.
- Beats Per Minute (BPM) tells you how many times in a minute your heart is pumping to push blood to your extremities. As a result of the demands of the work BPM # changes.
- Per Cent of Maximum Heart rate (%) relates the same information in a ratio (your Current BPM divided by your Maximum BPM).

Who's Using It!

The original program from Suunto called the Suunto Fitness Solution was primarily sold in Europe. The software has been re-written and re-designed by iQniter maintaining the original features, and adding many new features and modules. Over 1,100 clubs worldwide are using iQniter Cardio Training.

Sonic Fitness's focus is the North American market, with sales people in the East and West Coast of the United States, and Canada (Alberta and Ontario).

iQniter cardio training
Powered by SUUNTO

Cardio Training Software and the USB Team Pod antenna / receiver. It has a range of 100 meters / 330 feet, and will receive signals from up to 72 belts

Software can be ordered pre-installed on a Lenovo notebook or desktop computer,

Suunto Heart Rate Monitors

Compatible with both Suunto Heart Rate Belts

Smart Sensor (Bluetooth)

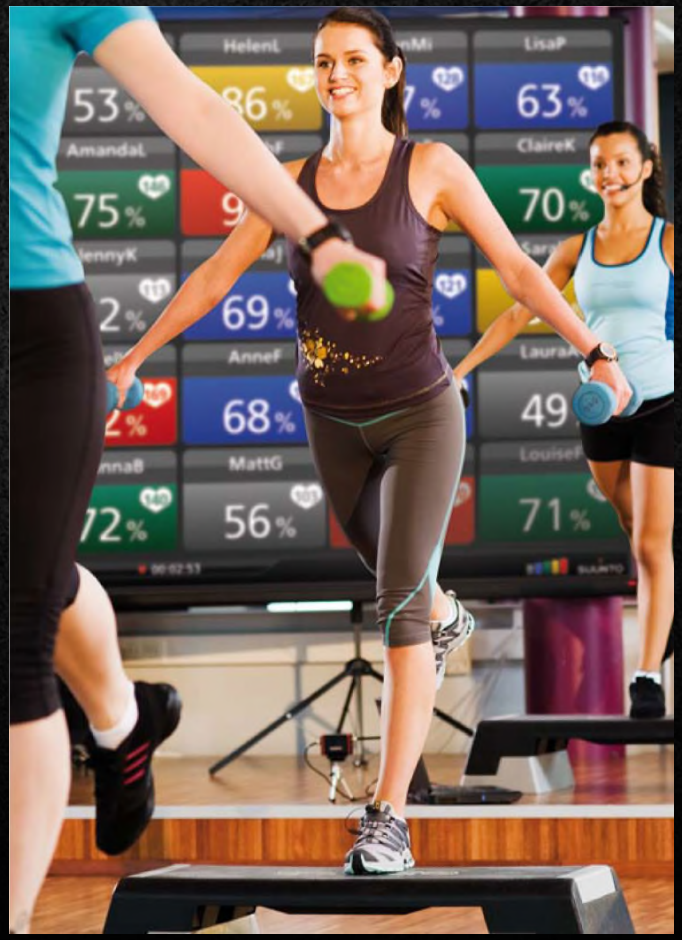
- Pair with Movescount App for iPhone and Android devices and Ambit3 watches
- Longer battery life than the Dual Comfort Belt,

Smart Dual Comfort Belt (ANT)

- Records ANT digital coded heart rate signal (2.4 GHz wireless)
- Unique serial number identifies the member as soon as they put on their belt
- Uses CR2032 batteries, doesn't require recharging between sessions

- Washable straps are available for both belts in Small, Medium and Large
- New iQniter Team Receiver is compatible with ANT/ANT+ & Bluetooth devices

iQniter Cardio Training in Action…



Any cardiovascular group exercise can become more effective by visualizing, recording and reporting exercise intensity using real-time heart rate information.

Member Benefits

- Provides a valuable understanding of the benefits of workouts
- Rewards members with personalized results
- Motivates members with energetic real time heart rate visualization of personal and group effort
- Creates a unique and fun experience in group workouts with active real-time display
- Provides benefits from each workout in cardio and group training
- Enables club members to analyze their performance by providing comprehensive training results

Instructor Benefits

- Increases the effectiveness of the group effort
- Keeps members training at the correct level
- Motivates members with real time visualization
- Increases safety of workouts by monitoring how hard members are pushing themselves
- Increases interaction between instructor and class participants

Club Manager Benefits

- Positions club as a premium service provider
- Offers a new and unique workout feedback service to members
- Increases customer retention through a more personalized workout
- Supervise training sessions organized by individual instructors
- Helps to keep in contact with hundreds of customers through performance report e-mails
- Provide members with heart-rate belts and accessories, opening a new avenue of income

Individual Report (e-mailed after session)

Training resume

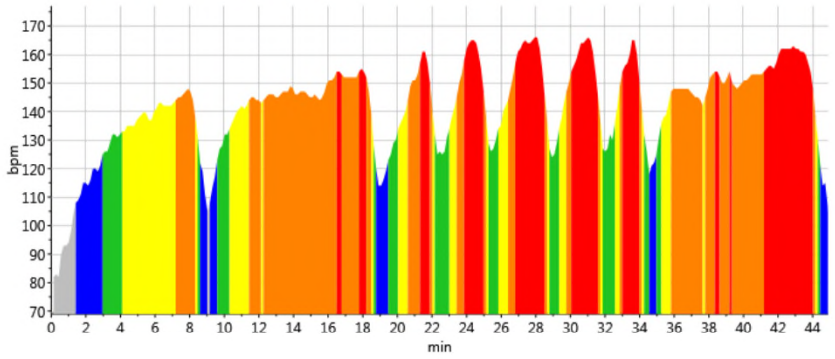
Session Overview

Name:	Katie Home	Birth Date:	5/6/1966	**Energy consumption:**	**393 kCal**
Nickname:	Katie	HR Max:	176		
Date:	7/3/2012	Weight:	143 lbs	**Training effect:**	**3.3 - Improving**
Start Time:	7:00 AM	Height:	5'06"		
Location:	SONIC FITNESS	Activity Level:	8 - Heavy exercise, regularly 7-9 hours per week	**Duration:**	**00:44:53**

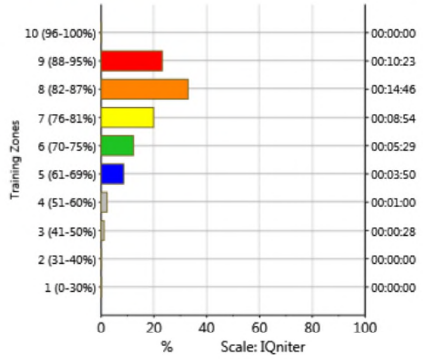
Custom branded with your logo

Heart Rate

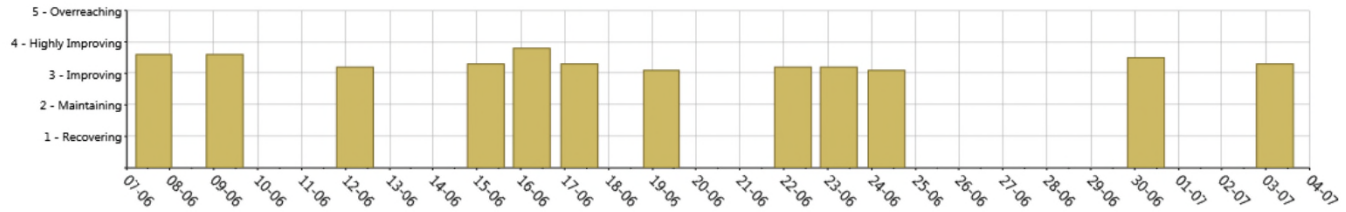
Max: 167 bpm **Average: 141 bpm (80% of maximum heart rate)**



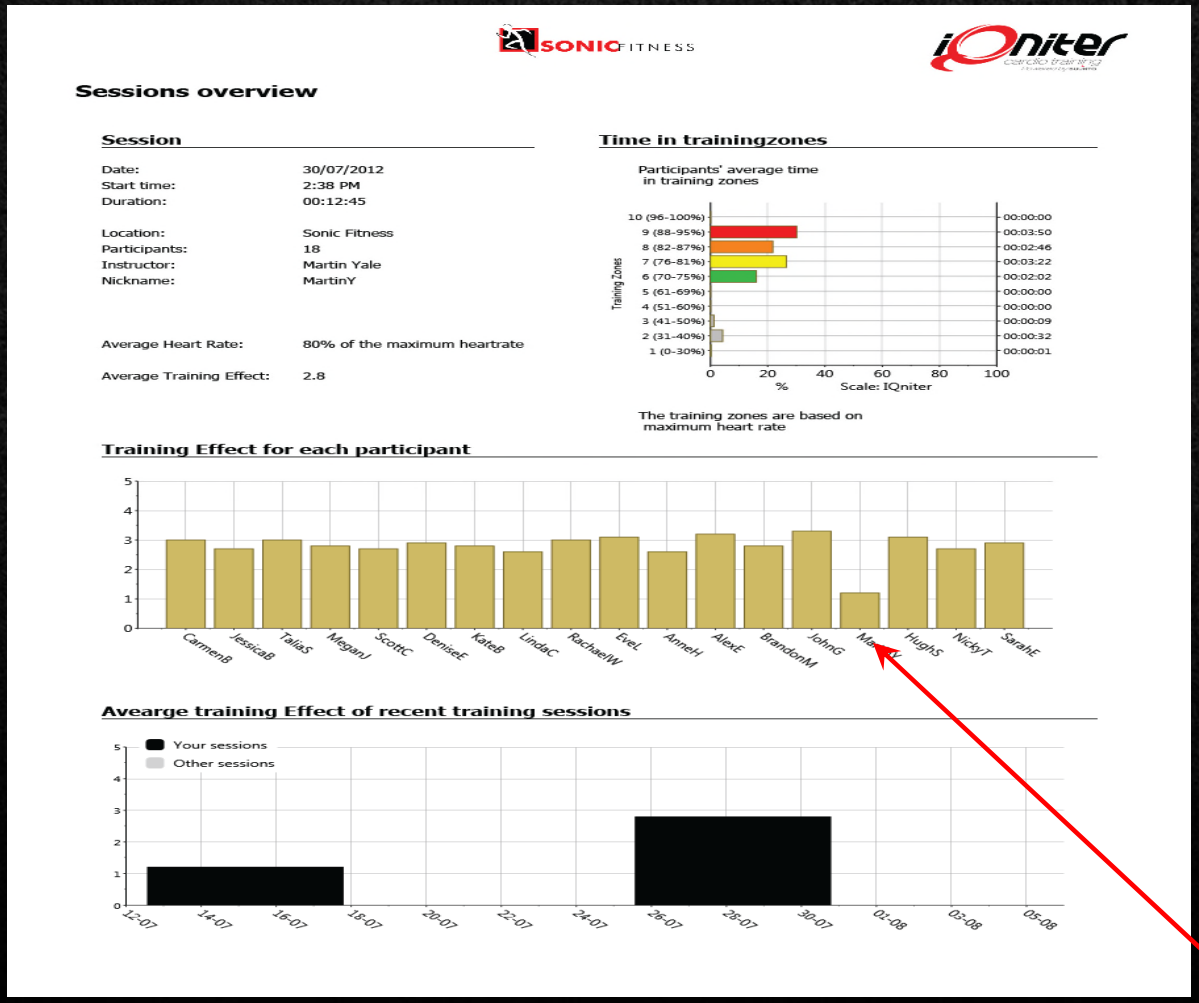
Time in trainingzones



Latest sessions



Instructors Session Summary



SONIC FITNESS

iQniter

Sessions overview

Session

Date:	30/07/2012
Start time:	2:38 PM
Duration:	00:12:45
Location:	Sonic Fitness
Participants:	18
Instructor:	Martin Yale
Nickname:	MartinY
Average Heart Rate:	80% of the maximum heartrate
Average Training Effect:	2.8

Time in trainingzones

Participants' average time in training zones

The training zones are based on maximum heart rate

Training Effect for each participant

Avearge training Effect of recent training sessions

Automatically e-mailed to the instructor at the end of the class. Clearly points out participants that need some extra attention or personal training to help them stay engaged and realize their goals.

iQniter Products

DesiQner

- Instructor's planning tool
- Internet Cloud-based
- Create Session, Stages, Steps
- Categories and descriptions
- Instructor Pop-Up Cue Cards
- Multiple intensity scales
- Integrated use in clubs
- Graphical view
- Share sessions with Instructors
- Search and reuse
- Easy copy / cut / paste stages
- Multiple languages
- Individual user login
- Drag & Drop music tracks to stages

FREE TOOL
Requires BiQing to playback sessions

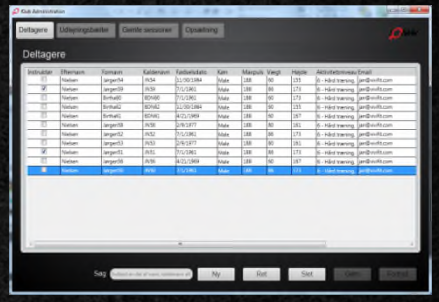
BasiQ+

- Automatic sign-in
- Group screen
- Instructor panel
- Heart rate monitoring
- Calories counting
- Multiple intensity scales
- Instructor panel
- Instructor settings preference
- Individual feedback
- Instructor feedback
- Integration with Movescount
- Start a class or all-day mode
- Includes software upgrades and technical support
- Display up to 5 metrics per person

BiQing

- Add-on module to BasiQ software
- Session search/download
- Graphical session overview
- Graphical target monitoring
- Instructor Cue Cards
- Time counters
- Instructor login
- Contest optional for each stage
- Playback music tracks or music videos assigned to each stage
- Optional separate advertisement videos can be played at start, end or periodically during a session

AdmiQ



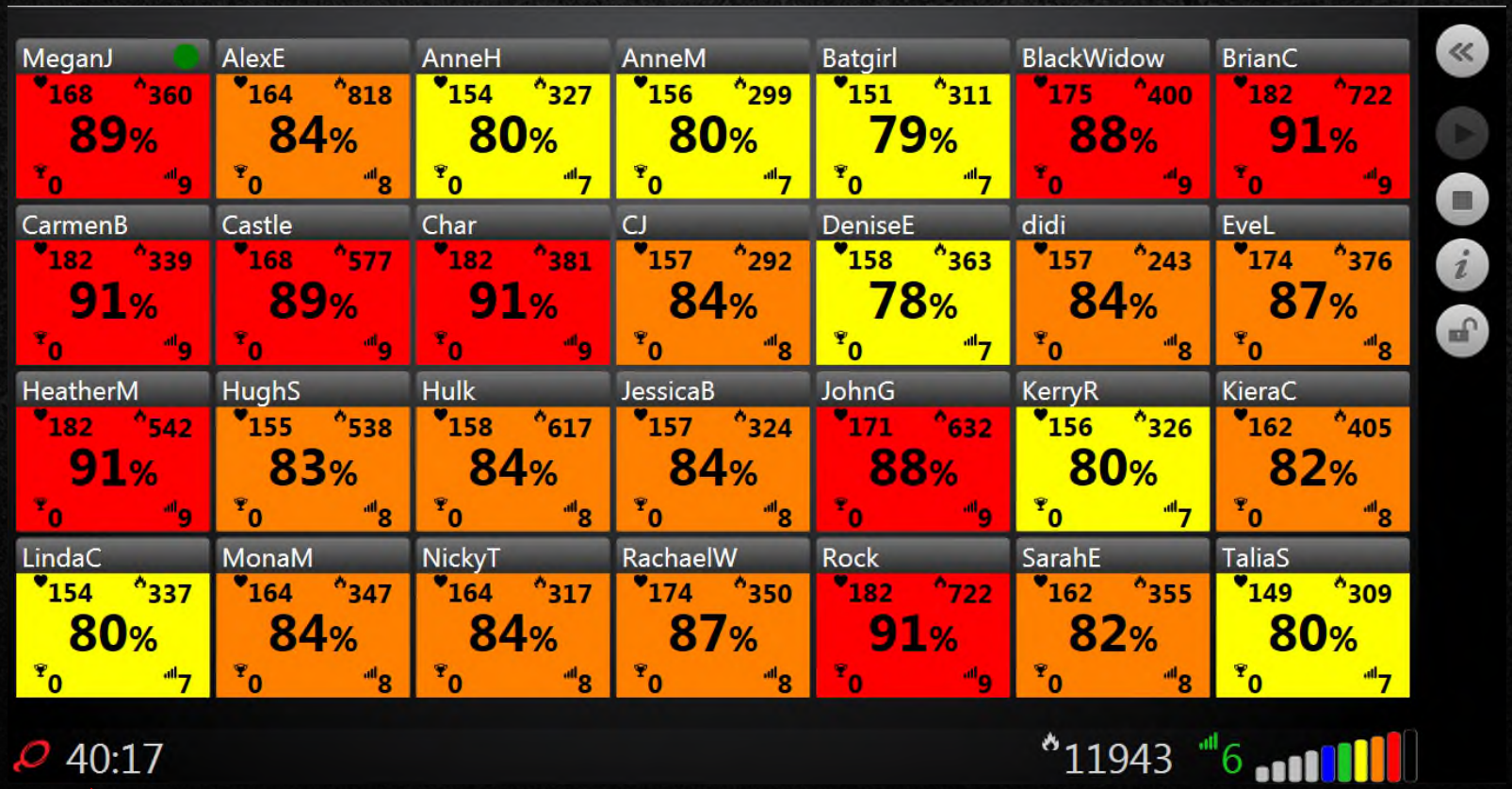
- Participant / belt registration
- Session history and feedback
- Multiple intensity scales
- Multiple languages
- Multiple units (kg/lbs)
- Participant backup
- Settings
- Create scrolling advertisements
- Can be installed on as many computers as required

• INCLUDED WITH
Cardio Training BasiQ+

Technology

- Developed with Microsoft's latest software development tools
- Modular, flexible, scalable
  - Stand-alone / server solution
  - Multiple Language
  - Number of users
  - New modules and features under development
- Hosted IT solution (cloud-based)
  - Workout programs from Session Designer are saved /accessed from the cloud storage
  - Share workout programs from Session Designer between instructors
  - License management
  - New features, updates, hot-fixes
- Conversion SUUNTO Fitness Solution → iQniter Cardio Training
  - Export / import
  - Seamless / transparent for users
  - Guidelines, web-site FAQ
- Integration with www.Movescount.com Suunto's social media website (Personal Training Journal)

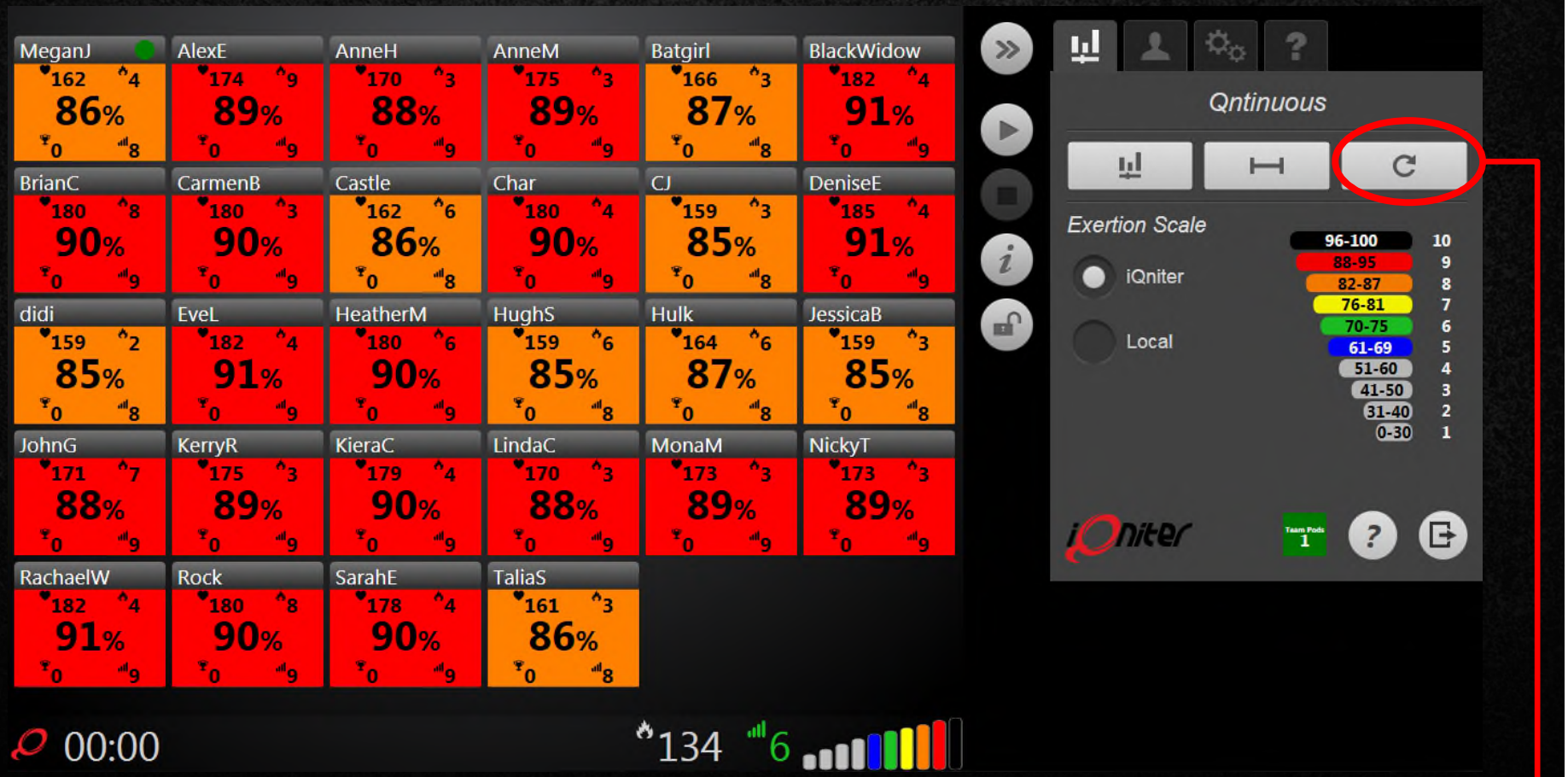
BasiQ+



- **BasiQ session shown with up to 5 metrics (HR, HR%, score, calories, scale)**
- **Click the triangle to start a class, click the square to finish, and reports will be automatically sent to participants and data uploaded to www.MovesCount.com**

BasiQ+ (Qntinuous Mode)

All Day Mode



Select Qntinuous (all day) mode

- **Start a session on the Instructor Panel in the morning using Qntinuous (all day) mode**
- **Leave it running all day, there is no administration to do!**
- **Participants can put on their Heart Rate Belt and start working out. They will automatically receive their individual training report 10 minutes after they leave the training area**

BasiQ (Calories Burned Popup)

Optional Group Calorie Counter

- **Instructor selectable Group Calories Counter with a popup message to engage the class when the specified increment (100 to 5000 calories) have been burned in BasiQ or BiQing or Qntinuous (all day) modes**

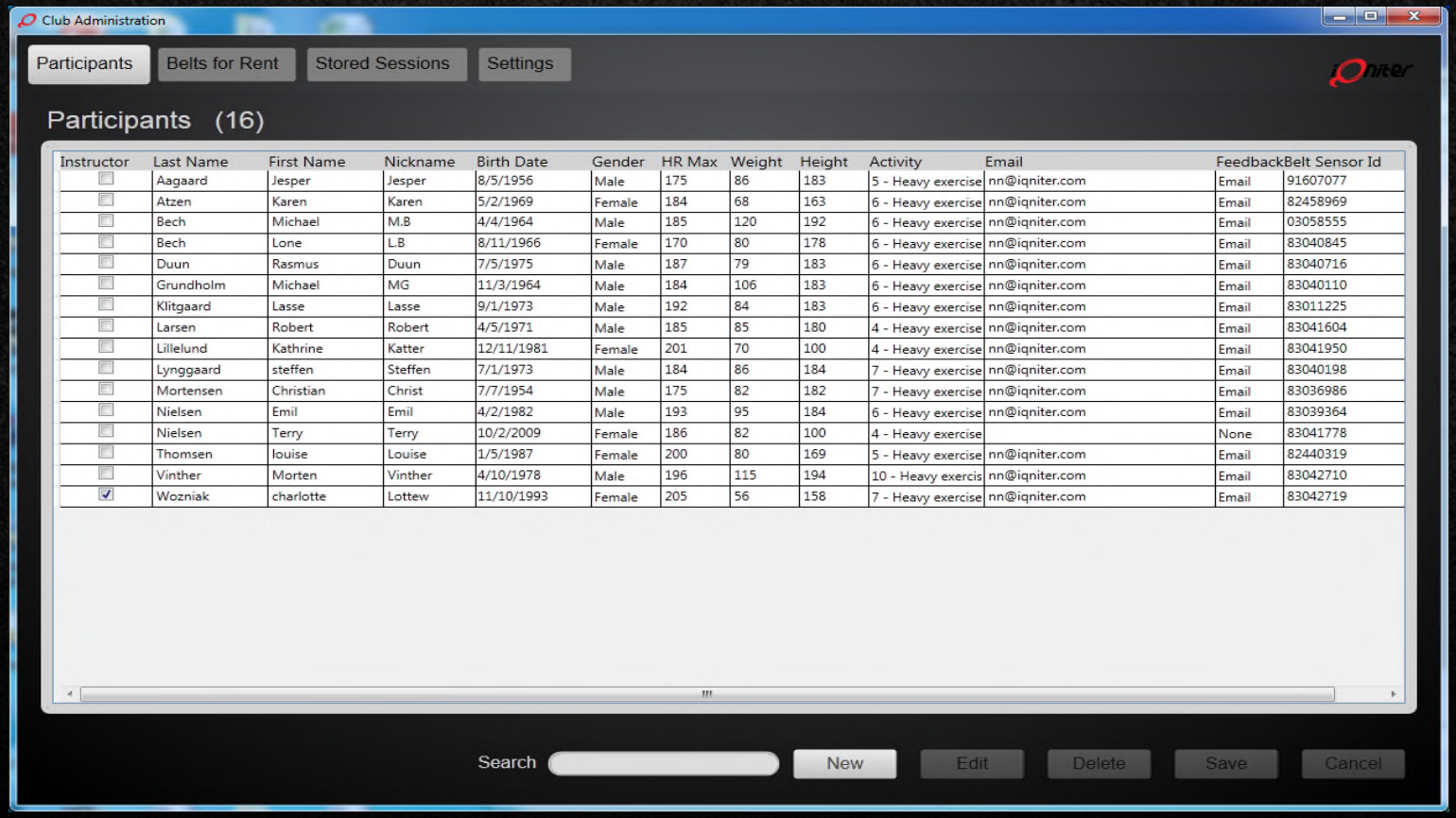
End of Class Averages

- **At the end of the class, average and peak values for each metric are shown for the class**

End of Class Zone Charts

- **If enabled, at the end of the class, a Graphical Zone Chart will show distribution of time an exerciser has been in each exertion zone**

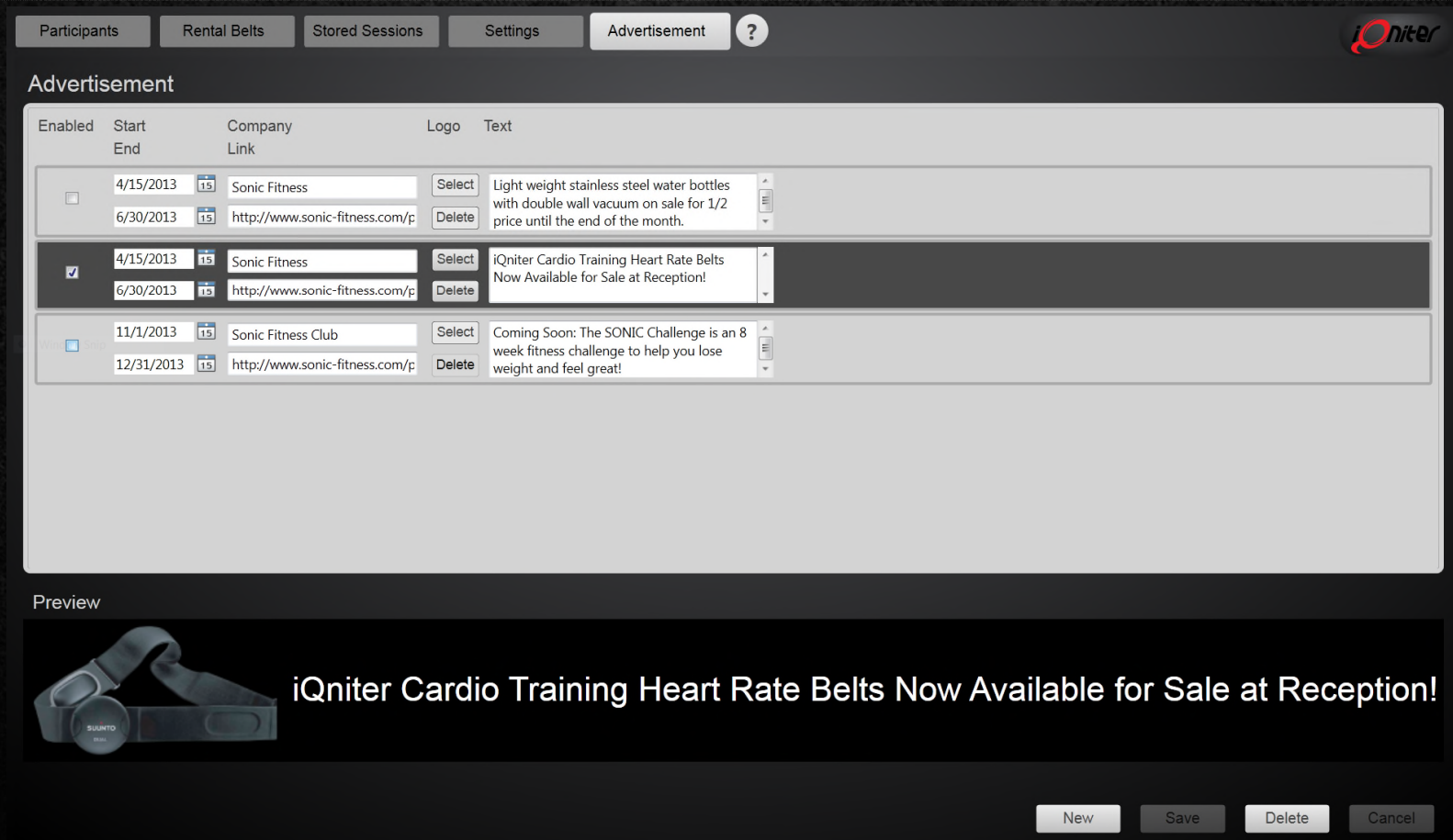
Administration – Participants



Instructor	Last Name	First Name	Nickname	Birth Date	Gender	HR Max	Weight	Height	Activity	Email	FeedbackBelt Sensor Id
☐	Aagaard	Jesper	Jesper	8/5/1956	Male	175	86	183	5 - Heavy exercise	nn@iqniter.com	Email 91607077
☐	Atzen	Karen	Karen	5/2/1969	Female	184	68	163	6 - Heavy exercise	nn@iqniter.com	Email 82458969
☐	Bech	Michael	M.B	4/4/1964	Male	185	120	192	6 - Heavy exercise	nn@iqniter.com	Email 03058555
☐	Bech	Lone	L.B	8/11/1966	Female	170	80	178	6 - Heavy exercise	nn@iqniter.com	Email 83040845
☐	Duun	Rasmus	Duun	7/5/1975	Male	187	79	183	6 - Heavy exercise	nn@iqniter.com	Email 83040716
☐	Grundholm	Michael	MG	11/3/1964	Male	184	106	183	6 - Heavy exercise	nn@iqniter.com	Email 83040110
☐	Klitgaard	Lasse	Lasse	9/1/1973	Male	192	84	183	6 - Heavy exercise	nn@iqniter.com	Email 83011225
☐	Larsen	Robert	Robert	4/5/1971	Male	185	85	180	4 - Heavy exercise	nn@iqniter.com	Email 83041604
☐	Lillelund	Kathrine	Katter	12/11/1981	Female	201	70	100	4 - Heavy exercise	nn@iqniter.com	Email 83041950
☐	Lynggaard	steffen	Steffen	7/1/1973	Male	184	86	184	7 - Heavy exercise	nn@iqniter.com	Email 83040198
☐	Mortensen	Christian	Christ	7/7/1954	Male	175	82	182	7 - Heavy exercise	nn@iqniter.com	Email 83036986
☐	Nielsen	Emil	Emil	4/2/1982	Male	193	95	184	6 - Heavy exercise	nn@iqniter.com	Email 83039364
☐	Nielsen	Terry	Terry	10/2/2009	Female	186	82	100	4 - Heavy exercise		None 83041778
☐	Thomsen	louise	Louise	1/5/1987	Female	200	80	169	5 - Heavy exercise	nn@iqniter.com	Email 82440319
☐	Vinther	Morten	Vinther	4/10/1978	Male	196	115	194	10 - Heavy exercis	nn@iqniter.com	Email 83042710
☑	Wozniak	charlotte	Lottew	11/10/1993	Female	205	56	158	7 - Heavy exercise	nn@iqniter.com	Email 83042719

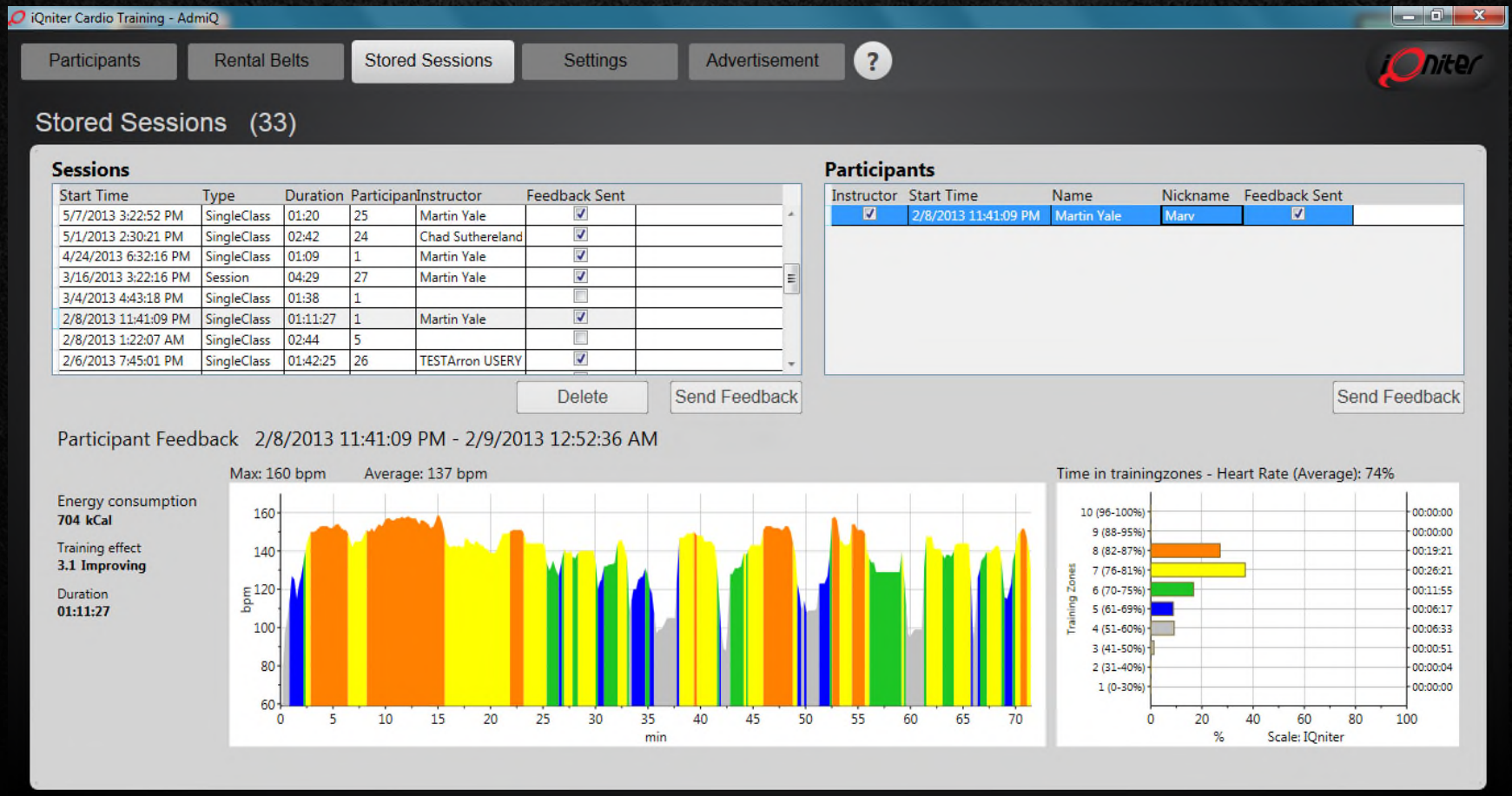
- **Add / Edit participants, sell a heart rate belt, and assign it to them**
- **As soon as they put on the belt, the system will recognize them and they'll show up on the screen**
- **Install the Administration program on a reception computer to help sell heart rate belts**
- **Access stored session data, and view or resend reports**
- **Add advertisements or modify system settings**

Administration - Advertisements



- **Create/schedule top banner advertisements to promote an event, a product or sell ad space**
- **Ads will scroll across the top of the screen at the end of a class, and appear on PDF reports**
- **Specify start and end dates, link to a web-page, and upload an image**
- **Assign video advertisements to play at start, end and periodically in Qntinuos (all day) mode**

Administration – Stored Sessions



- **Review past sessions with a participant, to help them meet their fitness goals**
- **Retain members by showing them real data**
- **Resend instructor or participant reports by e-mail**

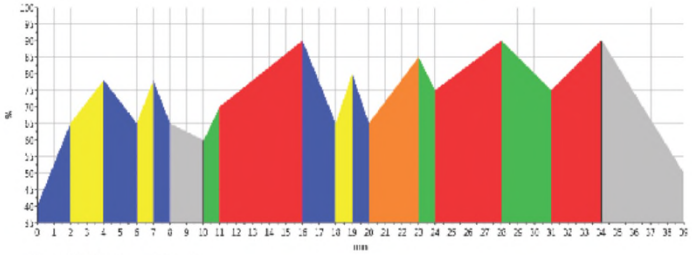
DesiQner

- Session DesiQner lets you design a workout program at home. Create various stages and steps (divisions within a stage), and specify duration, training intensity, cadence, position (for indoor cycling)
- Create Instructor pop-up cue cards (reminder of what is coming up next in the program)
- Programs are stored on the web (cloud) and easily accessed in your class by logging in to your account
- Playlist – assign music or music videos to each stage in the workout session.

DesiQner – Create Workout Report

Giro d'Italia 2012 Stage 15

Instructor: Martin **Exertion avg.:** 74%
Duration: 00:39:00 **Exertion Scale:** IQniter



Description: 39 min

Stage 1 00:10:00 **Exertion avg.:** 68%
Name: Warm up - small mountains

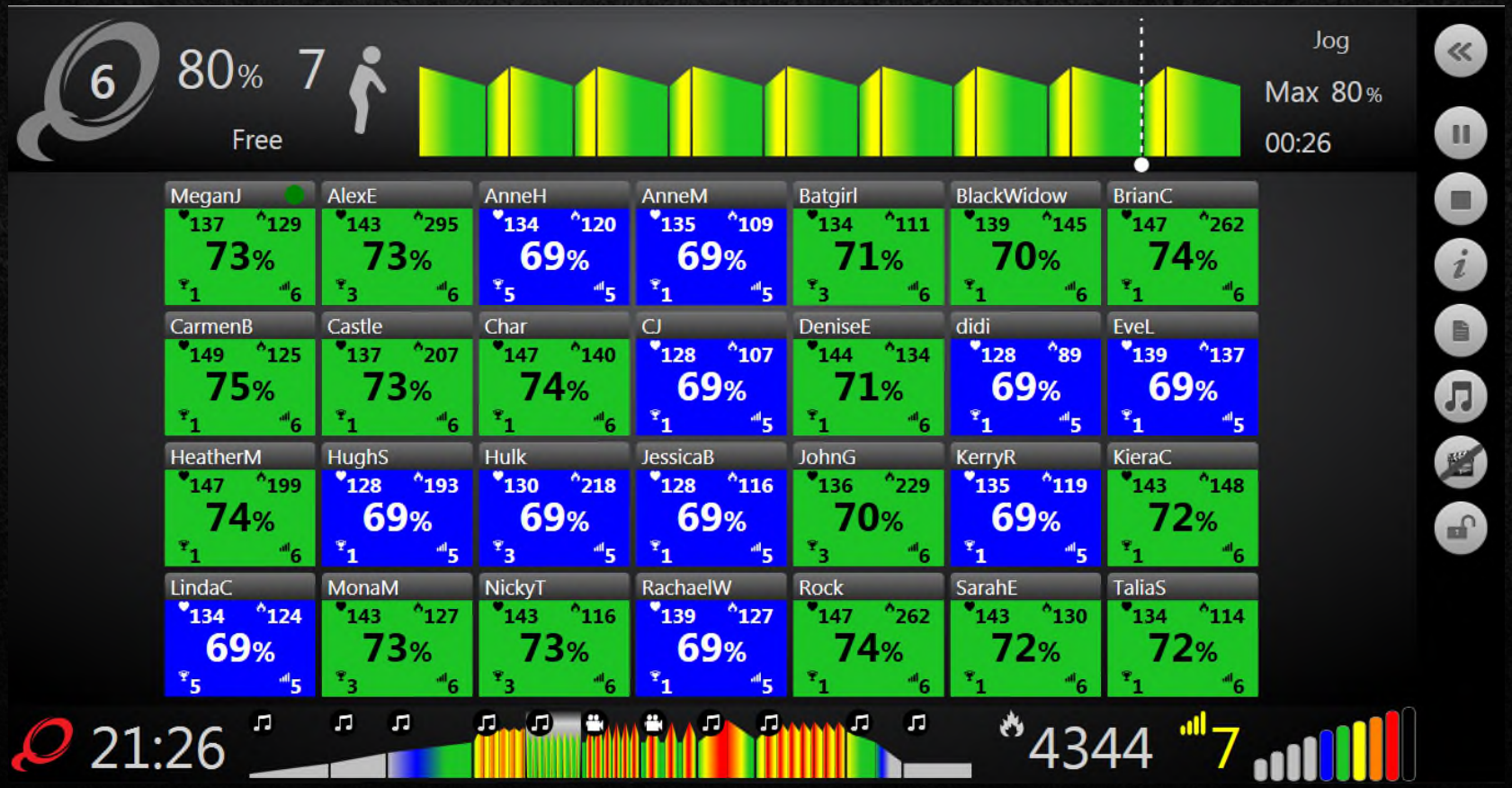
Step	Duration	Exertion	Position on Bike	Cadence	Cue card
1	02:00/02:00	65	Seated	Free	
2	02:00/04:00	78	Standing	Single	
3	02:00/06:00	65	Seated	Free	
4	01:00/07:00	78	Standing	Acc	
5	01:00/08:00	65	Seated	Free	
6	02:00/10:00	60	Seated	Free	

Stage 2 00:24:00 **Exertion avg.:** 78%
Name: 5 mountains in 20 minutes

Step	Duration	Exertion	Position on Bike	Cadence	Cue card
1	01:00/01:00	70	Seated	Free	
2	05:00/06:00	90	Standing	Single	
3	02:00/08:00	65	Seated	Free	
4	01:00/09:00	80	Standing	Single	
5	01:00/10:00	65	Seated	Free	
6	03:00/13:00	85	Standing	Free	
7	01:00/14:00	75	Seated	Free	
8	04:00/18:00	90	Standing	Single	
9	03:00/21:00	75	Seated	Free	
10	03:00/24:00	90	Standing	Single	

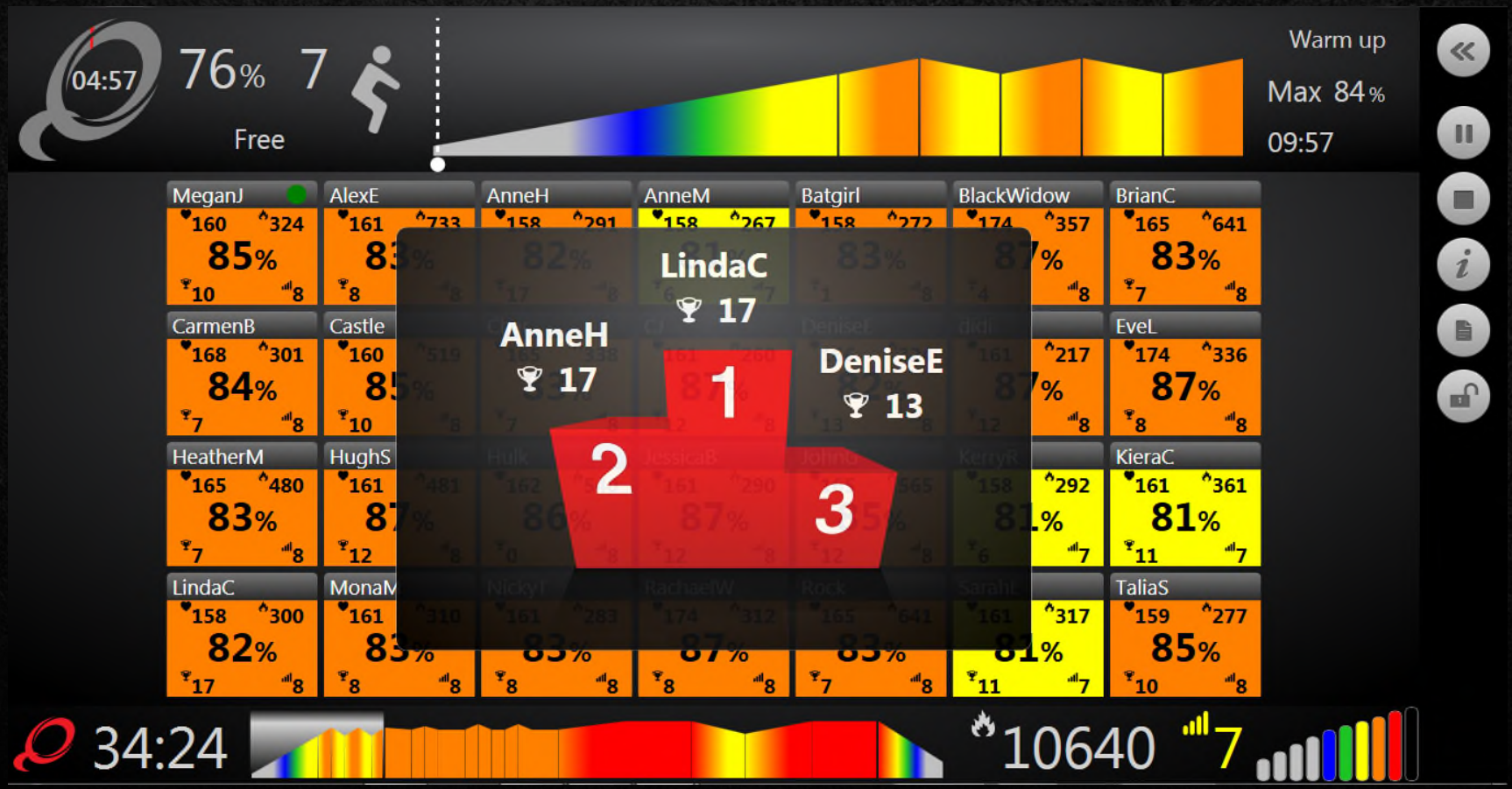
- **Review and check your program by printing out a detailed report**

BiQing Module (Optional)



- Plays back a workout program created in Session Designer
- Participants see the full program at the bottom of the screen, color coded to match the exertion scale
- The current stage is shown at the top of the screen, with a cursor scrolling in real-time.
- Timers show elapsed time for workout program and current stage, and time remaining for current stage
- Music or music videos can be assigned to each stage, with the ability to swap HR data and music video

BiQing Module (Score on Target)



- During a BiQing session, the instructor can activate a ‘competition mode’ in any stage of the session.
- When activated, and an exerciser hits the current exertion target at ‘step end’, an ‘award’ (score) is shown
- At end of the stage, the three exercisers having the highest accumulated score for this stage are presented on the Group Screen.

Movescount Apps

Epic moments stay with you for longer when saved and shared.

Join the Movescount sports community with the free Suunto Movescount App. Use the App by itself, with Suunto Smart Sensor, or pair it with the Ambit3 Peak, Ambit3 Sport or Ambit3 Run.

The App offers an easy way to track your latest run, ride or other sporting activity on the go, and lets you visually enrich, relive and share your adventures to make every move count. Available for FREE on the Apple App Store for iPhone / iPad and Google Play for Android devices.

Movescount.com - My Moves

Movescount | MY MOVES | PLAN & CREATE | COMMUNITY | CONNECT | SHARE

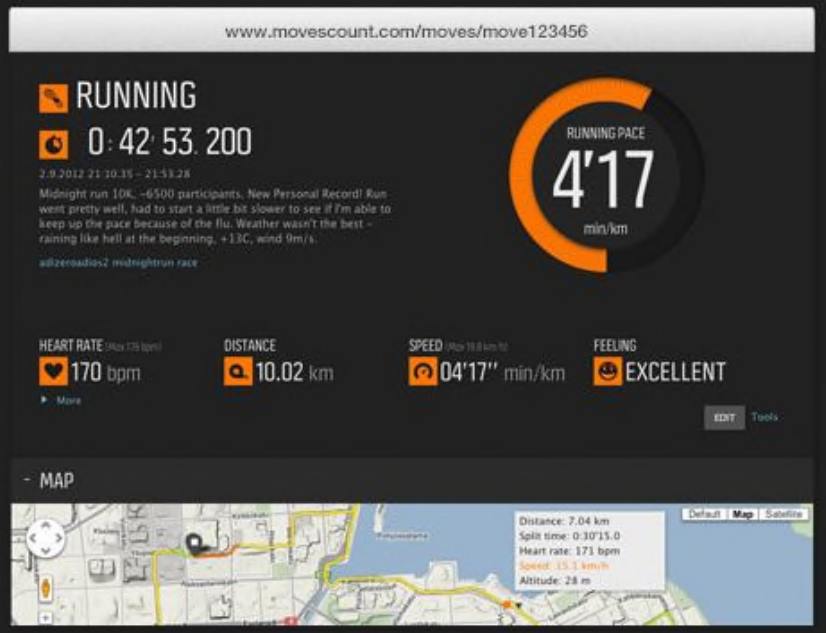
- MY MOVES

In My Moves you can review all your Moves one by one, as well as get a monthly overview. To get your Moves into Movescount, you can either transfer them directly from your compatible Suunto device, or you can enter the data manually. What makes Movescount special is the amount of content you can input in a single Move, such as:

- detailed data on the activity you did, duration, heart rate data, weather, notes, etc. a
- route of your Move, drawn on a map
- your images and videos or any picture or video automatically based on Move location from Flickr or Youtube
- sport-specific information such as scores in a soccer game

You can choose exactly what information you want to track. And in the interests of good housekeeping, when you add only the details you are interested in all the other fields won't be visible when you save the Move.

Tip! You can mark 5 of your Moves as your greatest Moves which will be shown on your public profile.



Movescount.com – iQniter Move

- Session results (moves) are automatically uploaded to a participants Movescount account at the end of the session
- Beats per minute, agerage, peak, training effect, VO2 and calories are shown as well as a bar chart

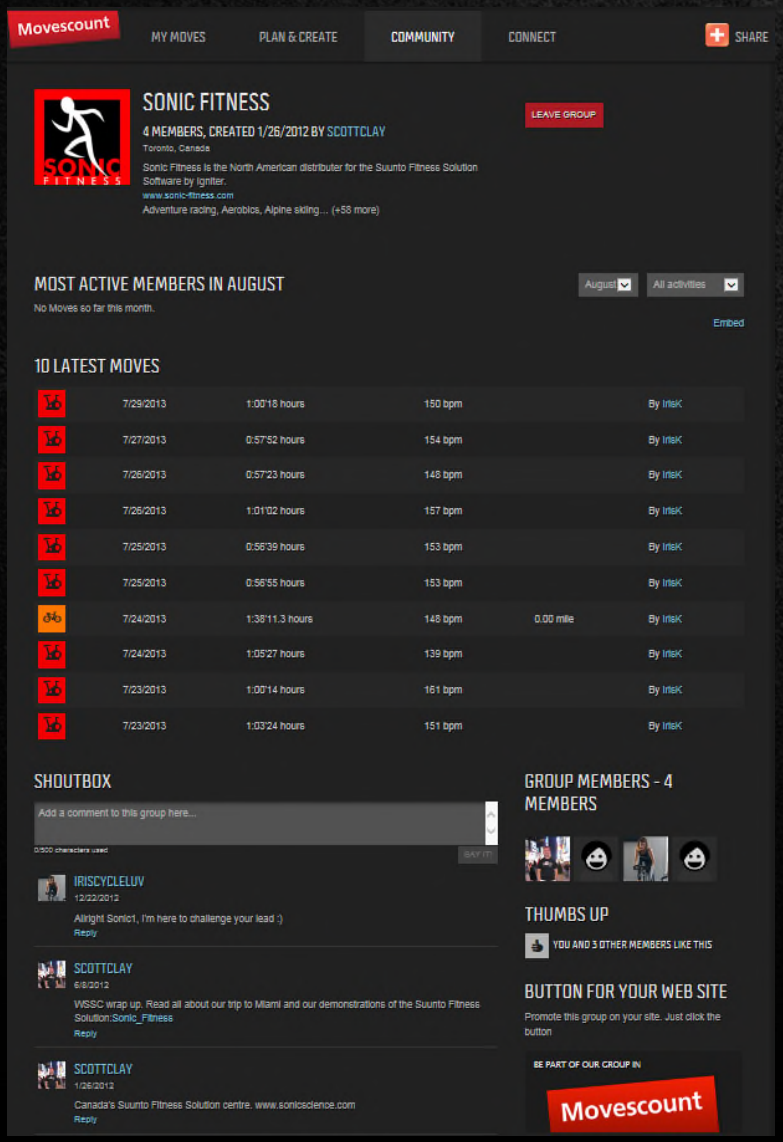
Movescount.com – iQniter Move with EPOC

• Additional data such as EPOC, VO2, Energy Consumption, and Respiration Rate can be overlaid on top of beats per minute for more detailed analysis

Movescount.com – M4 Move

- Club members can optionally purchase an M4 Monitor/Watch to pair with the belt for activites outside the club
- Average and peak beats per minute as well as calories burned will be shown

Movescount.com – Your own group



- Our own group on Movescount
- Shows the 10 latest moves
- Recent messages (shoutbox)
- Button to add a link to the group from your web-site

SONIC FITNESS

79 Denlow Blvd.
Toronto, Ontario, Canada
M3B 1P8

Tel: (416) 383-0260
(800) 26-SONIC (267-6642)

www.sonic-fitness.com
info@sonic-fitness.com

lenovo Business Partner

intel Technology Provider Gold 2016