SONY

GET AHEAD OF THE GAME

DIGITALISE YOUR GYM WITHOUT REPLACING EQUIPMENT
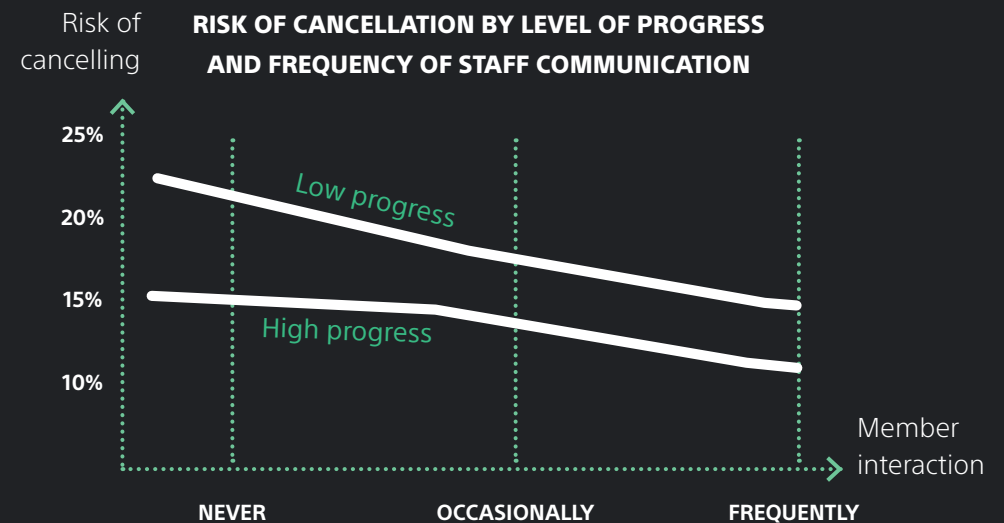
ADVAGYM

MODERNISE YOUR GYM AND KEEP YOUR MEMBERS LOYAL

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.

RISK OF CANCELLATION BY LEVEL OF PROGRESS AND FREQUENCY OF STAFF COMMUNICATION

Risk of cancelling

25%
20%
15%
10%

Low progress

High progress

NEVER   OCCASIONALLY   FREQUENTLY

Member interaction

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 solution with hardware, back end, cloud storage and apps for iOS and Android. Hardware installation and system setup is done in a matter of hours. Of course the gym stays open the whole time.

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.
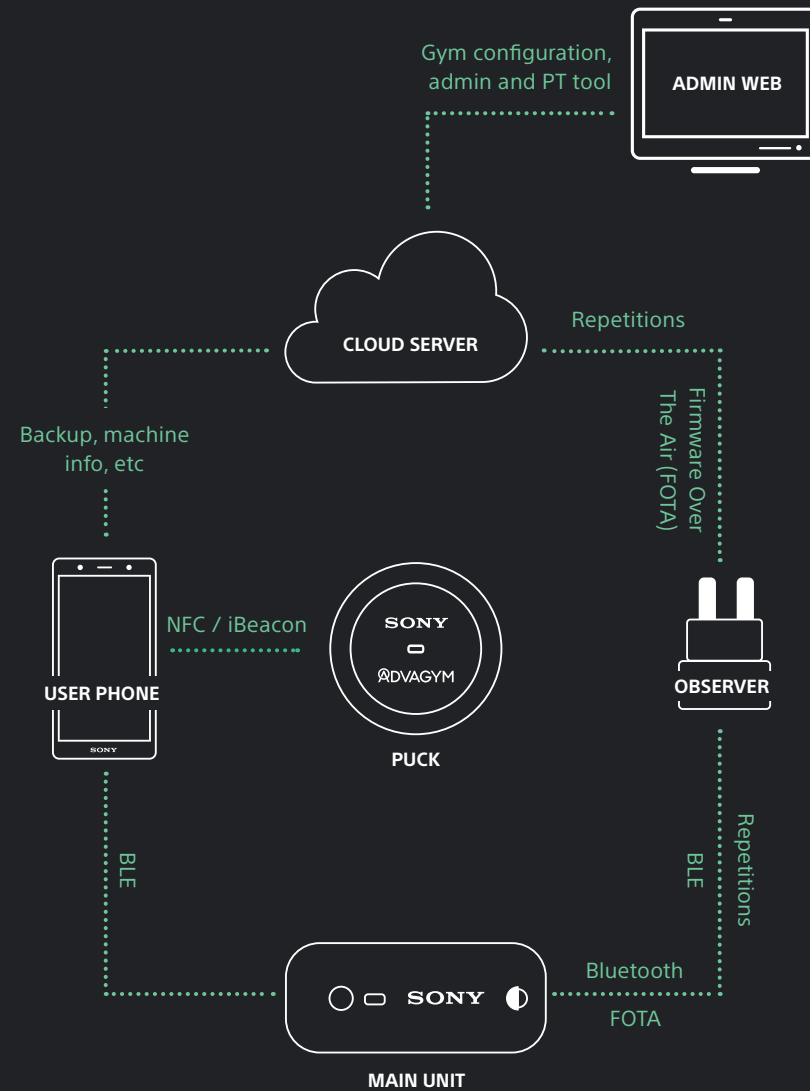
A PERSONAL TRAINER IN YOUR POCKET

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 solution 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.

Gym configuration, admin and PT tool

ADMIN WEB

CLOUD SERVER

Repetitions

Backup, machine info, etc

Firmware Over The Air (FOTA)

USER PHONE

NFC / iBeacon

SONY
ADVAGYM

PUCK

OBSERVER

BLE

BLE

Repetitions

SONY

MAIN UNIT

Bluetooth

FOTA

THE APP

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

Users can follow a set programme from a PT or create their 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 to provide a complete training journal where other exercise forms can be added 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.

AUTOMATIC CUSTOMISATION

When members who use the Advagym app enter your gym, the app automatically adapts to the gym and displays information regarding connected machines and tailored workout programmes.

GET IT ON Google Play   Download on the App Store   *Free on Google Play and in App Store.*

ADVAGYM HARDWARE

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 90 x 37 x 41 millimeters, and it has a battery life of up to two years during normal operation. Batteries can be replaced easily 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.

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 74 x 16 millimeters and have a battery life of up to four years during normal operation. Batteries can easily be replaced by the gym.

THE BEACON

A beacon is placed centrally in the facility and emits customised information about the gyms connected machines and tailored workout programmes to the Advagym app.

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.

ADMIN WEB AND PT TOOL

The web-based admin tool for gyms and PTs offers a complete overview of statistics on machine usage and system status, regardless of if the members uses the Advagym app or not, all training on connected machines are logged in the web tool.

With the web-based admin tool you can also manage and overview all available programmes, exercises and video-instructions. PTs and gym staff can follow members progress, create and share programmes and give feedback to encourage the members to stay motivated and loyal.

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.
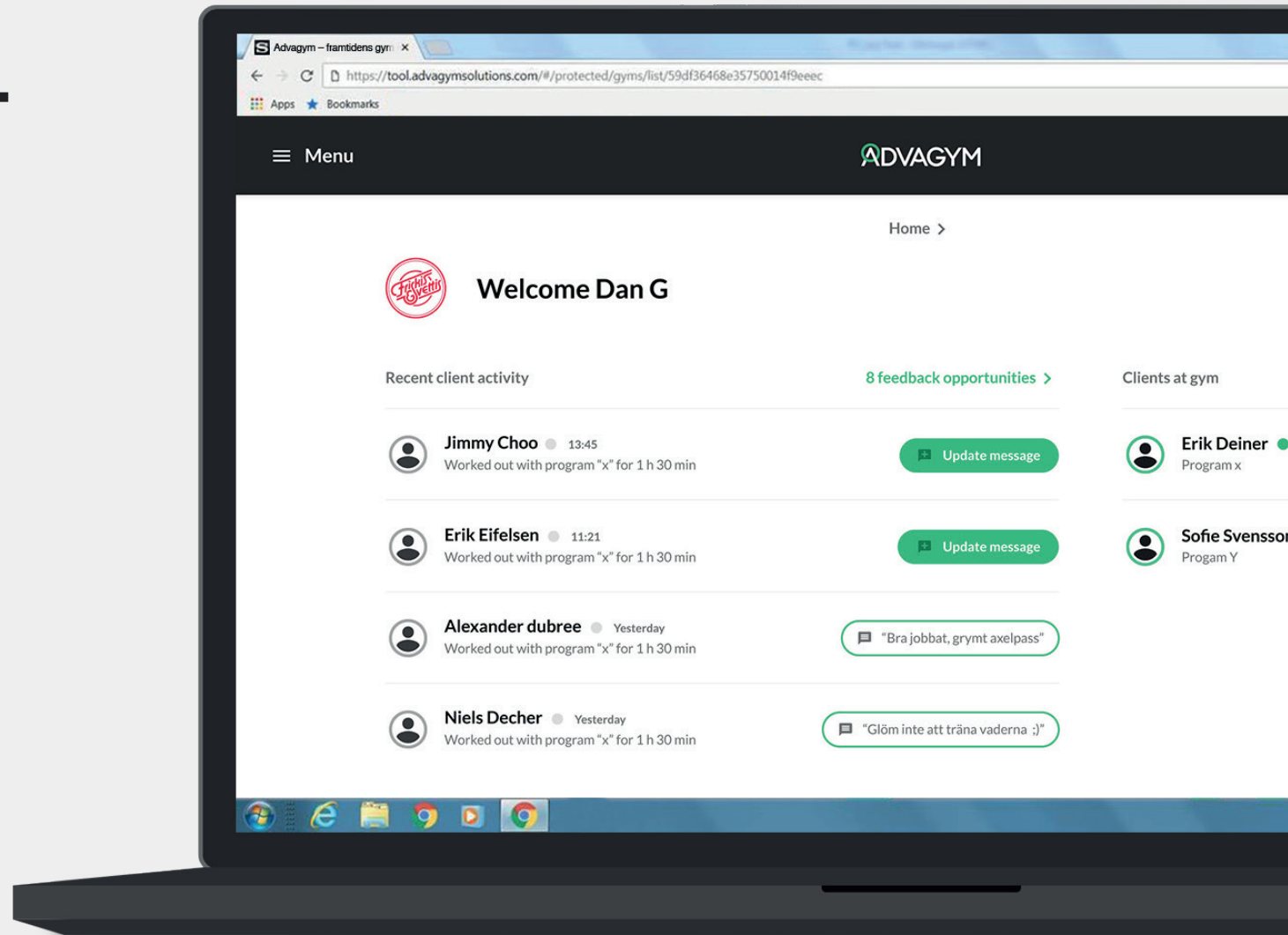
ADD-ONS

PHONE HOLDER

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

MARKETING MATERIAL

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

- Rollup, 85 x 210 cm
- Poster, A3
- Display accessory, 84 x 84 mm
- TV screen material
- Social posts for Facebook, Twitter, Instagram
- Competition promo material
- Flyer, A5
- Promo video clip
- Newsletter content
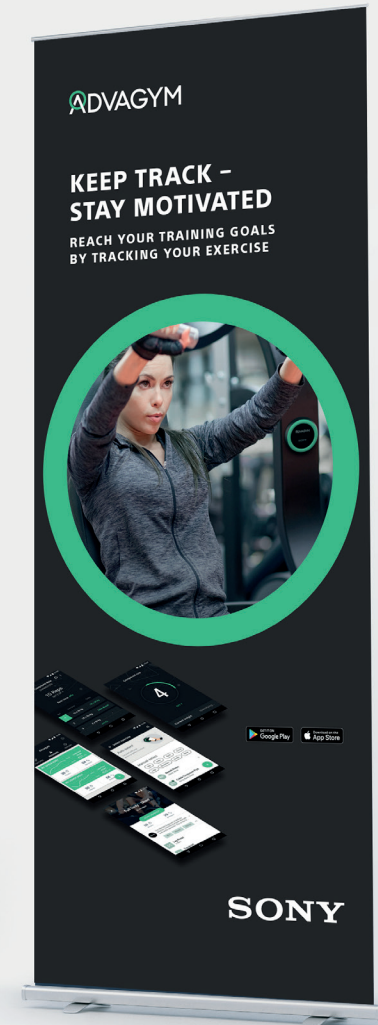
Advagym creates a connected gym experience. Turn your gym into a modern facility with minimal installation effort. Increase member loyalty by offering a new workout experience to your users, so they can track their workout in real time and follow their progress over time. Get vital insights about machine 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.advagymsolutions.com