

# SmartZone

Your Personal Trainer



**HUR**®

A N E W , S E L F - C O N T R O L L A B L E T R A I N I N G S Y S T E M

# SmartZone – You

## What

- Full body workout in 30 minutes
- Provides information and feedback for users and operators
- Colour touch screen with animated exercise display
- Only needs 63 square meters (12 machines, 16 exercises)

## Who

- Suitable for all fitness levels
- Quicker start up for new users via screen information
- Motivates regular users with ongoing feedback
- Operators can monitor visit frequency

## How

- Download program to card
- Insert card
- Resistance is set automatically
- Program updates automatically as person progress

## Why

### Operators

- More members in less time, increases income potential
- Ongoing feedback improves retention
- Frees staff resources for more valuable customer service

### Customers

- Facilitates independent training
- Animated display instructs users for better results
- Progression and results = motivation



Insert the card into the reader.



Confirm the exercise.



The load is set automatically.

# Personal Trainer



The machine provides feedback during the exercise and beeps when you are finished.



If needed you get animated instructions on how to use the machine.

*Easier  
than  
You  
think*

# SmartZone provides better business



At Actilife we have used the HUR Smart card machines since 2001 and we installed the new SmartZone concept in April 2007. Today more than 500 members use the SmartZone and the numbers are still increasing day by day.

The individual resistance enables customers with different levels to exercise side by side. You can have a 75 year old senior member work out alongside a Top Athlete. The fact that only the user themselves know the resistance reduce intimidation and make sure new members feel perfectly at ease for the first session onwards.

The SmartZone is also the preferred training for many of our female members. It combines a strength and cardiovascular exercise at the same time. This has been shown to be the most effective for weight management. The 30 minute circuit also enable our members to fit the training program into their busy schedule

*Heidi Yrjänä,*  
Actilife Managing Director

## Key points

- *SmartZone only needs 63 square meters (12 machines, 16 exercises)*
- *38 new memberships or 6 single visit in a day will return the investment*
- *SmartZone makes it possible to have bigger amounts of membership to lead through*
- *Better services for new users*
- *SmartZone makes it possible to attract people of different ages and different physical condition.*



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