



MATRIX | **WORKOUT TRACKING NETWORK**

WORKOUT TRACKING NETWORK

There's no shortage of tools to help your members capture their trail runs, yoga classes and circuit training. What your members really need is a single solution that brings everything together in one place. That's the Matrix Workout Tracking Network.

MEMBER RETENTION

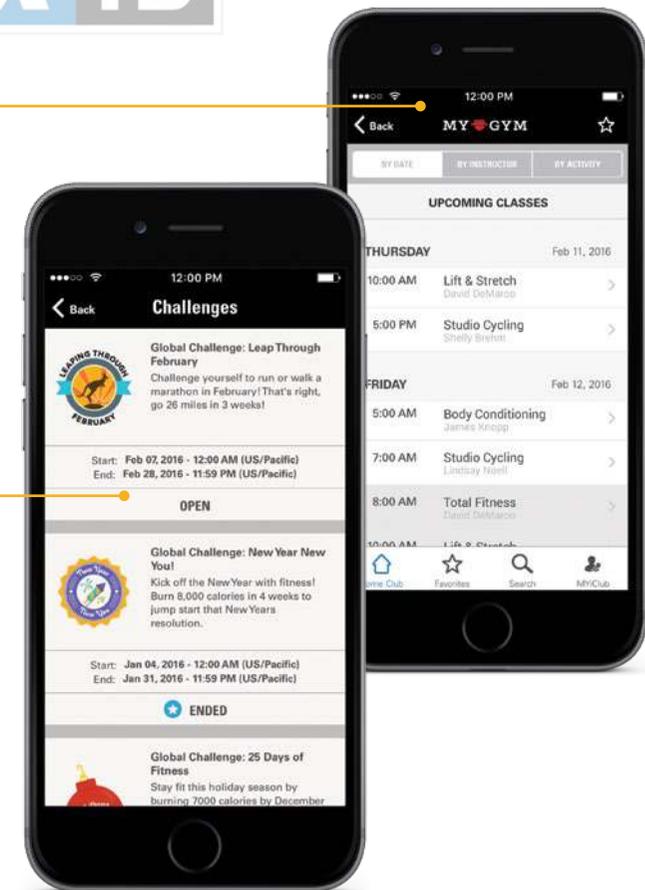
The Matrix solution creates a strong connection between your facility and your members. It all starts with the xID. This single login gives members access to all their workout information from our 7xi, 7xe, 5x and 3x cardio products, by utilizing xCapture to enter non-connected cardio equipment, and by syncing with their favorite apps and devices. You can also link rewards programs to xIDs to offer points for check-ins, personal training, purchases and more. With the xID as the main point of connection, you can forge deep and lasting relationships with your members both inside and outside of your facility.

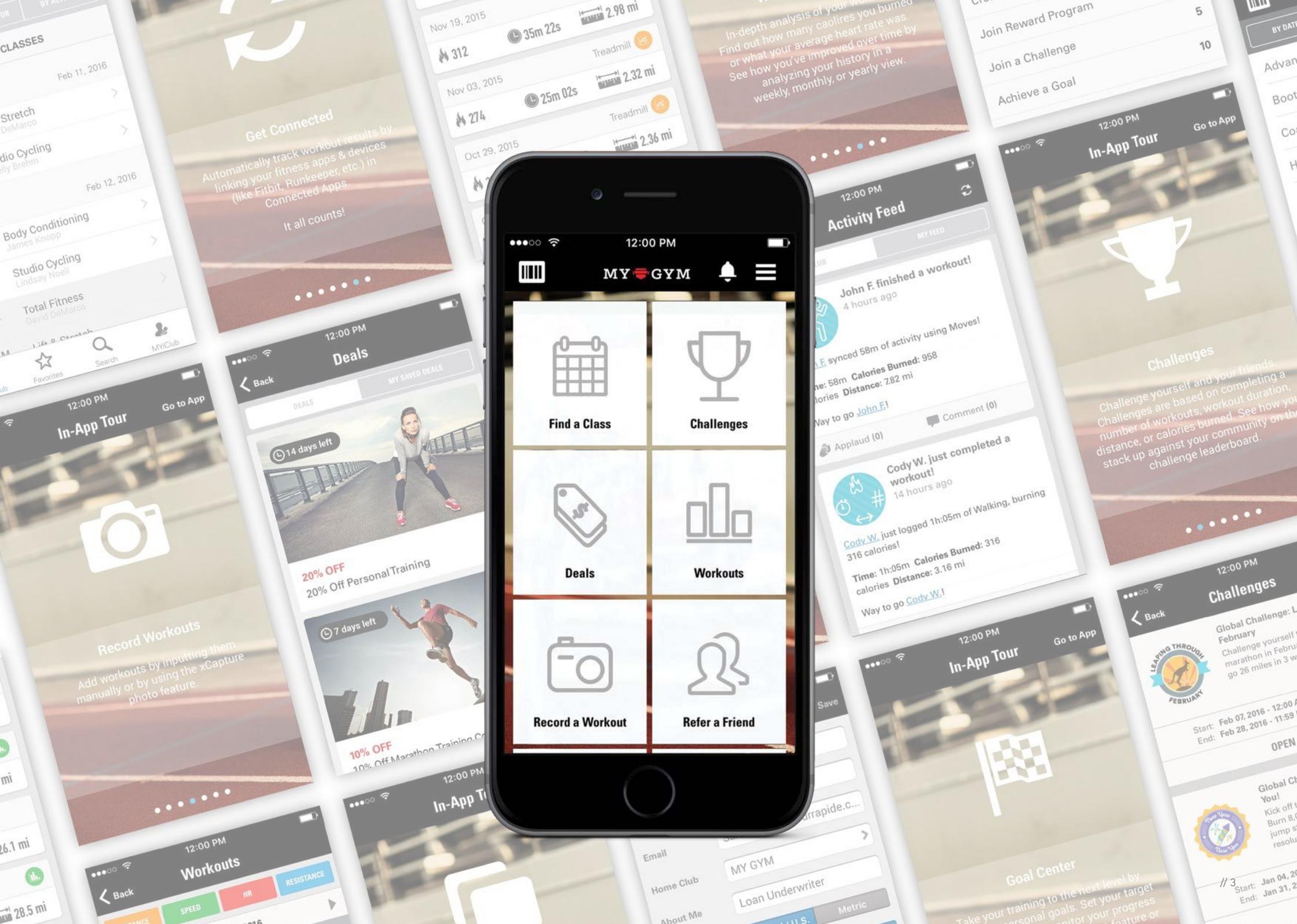
COMMUNITY BUILDING

Your members can create personalized goals, compete in challenges and applaud fellow members through the activity-based social feed. The live results and virtual community bolster awareness, foster connections and deepen engagement. It becomes clear that your facility is not just a place where your members work out. It is where they have fun, make friends and see real results – a place where they belong.

YOUR BRAND

Workout Tracking Network allows you to customize your members' experience so they see your logos, messaging and other elements of your branding.





12:00 PM

MY GYM

- Find a Class
- Challenges
- Deals
- Workouts
- Record a Workout
- Refer a Friend

Get Connected

Automatically track workout results by linking your fitness apps & devices (like Fitbit, Runkeeper, etc.) in Connected Apps.

It all counts!

Activity Feed

John F. finished a workout!
4 hours ago

John F. synced 58m of activity using Moves!
Time: 58m Calories Burned: 958
Calories Distance: 7.82 mi

Way to go [John F!](#)

Applaud (0) Comment (0)

In-App Tour

12:00 PM

Go to App

Challenges

Challenge yourself and your friends. Challenges are based on completing a number of workouts, workout duration, distance, or calories burned. See how you stack up against your community on the challenge leaderboard.

Deals

12:00 PM

MY SAVED DEALS

14 days left

20% OFF
20% Off Personal Training

Workouts

Cody W. just completed a workout!
14 hours ago

Cody W. just logged 1h:05m of Walking, burning 316 calories!

Time: 1h:05m Calories Burned: 316
calories Distance: 3.16 mi

Way to go [Cody W!](#)

Record Workouts

7 days left

10% OFF
10% Off Marathon Training Class

In-App Tour

12:00 PM

Go to App

Challenges

12:00 PM

Global Challenge: Learning Through February

Challenge yourself! Complete a marathon in February or go 26 miles in 3 weeks.

Start: Feb 07, 2016 - 12:00 AM
End: Feb 28, 2016 - 11:59 PM

Workouts

12:00 PM

Back

RESISTANCE

SPEED

HR

Goal Center

Take your training to the next level by setting personal goals. Set your target and monitor your progress with our new feature or...

ONE PLATFORM, MULTIPLE ENGAGEMENT POINTS

The Matrix Workout Tracking Network goes wherever your members go. It works with 3x, 5x, 7xe and 7xi series cardio products as well as the most popular fitness tracking apps and devices. It eliminates the need to re-enter workouts and provides an effortless way to capture fitness information.

To make it even better, your members can access their workout data on their mobile devices and interact with your facility at any time from any place. Matrix transforms your brand into a constant fitness partner and resource.

- **CONNECTED EQUIPMENT:** The Matrix Workout Tracking Network is compatible with the xID user identification system, a universal numeric login for fitness equipment and mobile apps. Members look for the xID mark to stay connected and track their workout activity.
- **XCAPTURE:** Effortlessly gather workout data from non-connected equipment with just a photo snap of the summary screen after a workout. xCapture funnels relevant data into a member's profile, making it easier to log workouts and add validity to challenges by eliminating the perceived bias of self reporting.
- **PERSONAL TRAINER PORTAL:** Deeply integrated and purchased along with Workout Tracking Network, Personal Trainer Portal helps your trainers connect and engage with members like never before. Start forging strong relationships that last with personalized training options.
- **UPDATED FEATURES:** New options like facility check-in via a barcode scan, class schedules, push alerts, referrals, limited-time deals and much more are now available as additional features.





PERSONAL TRAINER PORTAL

Help your trainers connect and engage with members like never before. They can assign workouts, check progress and see nutrition data with connected third-party applications, helping members reach their unique goals.



Today's Assignment

Rolling Hills

Total Time:

30 mins

Program Level

5

Starting Speed

2.0 mph



YOUR NETWORK: HOW IT WORKS

The Matrix Workout Tracking Network aggregates all of your members' fitness activity under your brand to deliver an exercise experience they can't get anywhere else.



Settings: Manage guest passes, push notifications, class and facility calendars, facility information and more. You can even link to your social media accounts and configure special deals to help you earn and retain members at a higher rate.



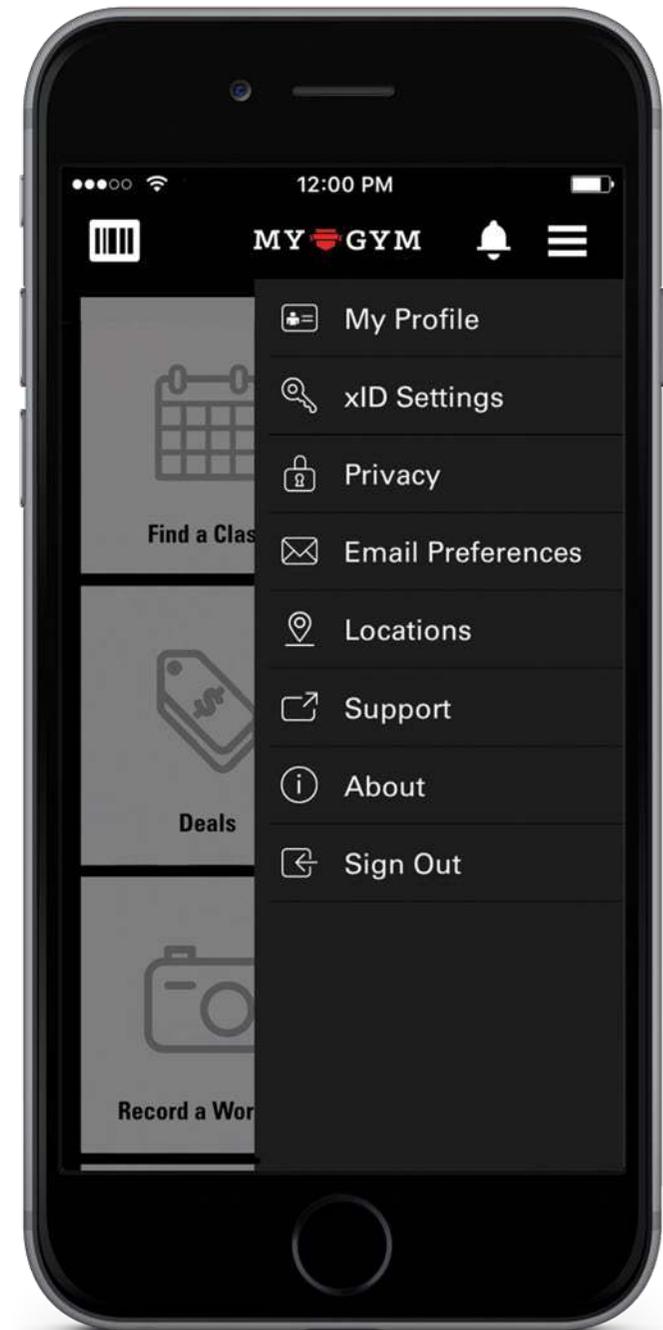
Dashboard: View a snapshot of the number of members with xIDs as well as the number who have engaged with the network by setting a goal, linking a third-party app or account, or participating in a recent challenge.



Challenges: Create a calendar of events for the entire year, and set up your challenges all at once or as you go.



Reports: Find out how many members engage at different levels by downloading a monthly report of participation levels and workout activity.



facebook

Withings

fitbit

UP
by JAWBONE™

Microsoft Band

myfitnesspal

RunKeeper

mapmyfitness

BODYMEDIA®

Moves

ONE EXPERIENCE: YOURS

Matrix creates the platform and you deliver the experience with a variety of tools and features that extend your brand into every workout and across all fitness activities and pursuits. You can even customize the interface with your own logo, colors and messaging, so that the experience is consistent with the rest of your offerings.

CUSTOM APP

With the Matrix Workout Tracking Network, your members can access all of their fitness data through your own branded mobile app and take advantage of easy facility check-in through a digital barcode scan.

DASHBOARD

An intuitive dashboard offers a snapshot of recent workouts, progress and challenge status when they log in.

CUSTOMIZED COMMUNICATION

Our latest update enhances communication, so you can be proactive about bringing members to your facility and building loyalty. Depending on your member management system, you can offer options like facility check-in via a barcode scan, class schedules, push alerts, referrals, trial passes, limited-time deals and more. We'll even coordinate with you to develop customized communications best for your facility and your goals.

ACTIVITY-BASED SOCIAL FEED

Members can compete, team up and celebrate achievements via the social feed. The engagement with other members builds community and encourages accountability — both of which contribute to fitness success.

PERSONALIZED GOAL-SETTING

Members can set their own goals based on number of workouts, calories burned, distance covered or time elapsed. Workouts are logged automatically when members sign in with their xID on compatible cardio equipment, when they use xCapture or through third-party tracking devices.

MEMBER CHALLENGES

You can motivate members with your own challenges, and members can even compete against each other. Real-time updates, fundraisers and other team activities keep competitions fun, meaningful and timely.

WORKOUT HISTORY

Members can track all their workouts (inside and outside your facility) and see their stats displayed in easy-to-read visuals. This helps them monitor progress and associate their success with your facility.

LINKS TO THIRD-PARTY APPS AND DEVICES

Your members are using other apps and devices, and connectivity among them is key. The Matrix Workout Tracking Network partners with the most popular tracking apps and devices to ensure that your members' fitness data reaches your branded tracking platform no matter where or when they exercise.

Matrix Fitness

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