

"The Activation" for Health & Leisure

Currently

Health & Leisure covers a wide range of popular lucrative markets, mainly aimed at keeping people fit and healthy. Businesses are competing to get lots of clients to visit their facilities on a regular basis, ideally to pay reasonable memberships for the privilege. This is a huge market sector with each business seeking to create a distinct national brand, that stands their health club out from their international competitors. The world's leading health club chains include 24 hour fitness, anytime fitness, fitness first, gold's gym, la fitness, orangetheory fitness, planet fitness, pure gym, snap fitness and virgin active. Traditionally health and leisure clubs have consisted of specific sectors to attract clients, that will often vary in name normally from a marketing perspective, with slightly different equipment and cosmetic layouts for branding purposes.

Fitness will typically consist of fitness equipment, cycling, treadmills, rowing, cardio vascular machines, latest exercise machines, fitness screening, life and group fitness.

Health will typically consist of swimming pools, steam rooms, saunas, aqua aerobics, wellness fitness, spa treatments, meditation, weight management and detox programs.

Leisure will typically consist of group fitness, dance, aerobics, pilates, zumba, yoga, core, spin, step, body combat, cardio rehabilitation, personal training and the latest dance trends.

Sport will typically consist of various facilities such as free weights, gymnasiums, soccer, tennis, hockey, squash, various team sports, high intensity and functional training.



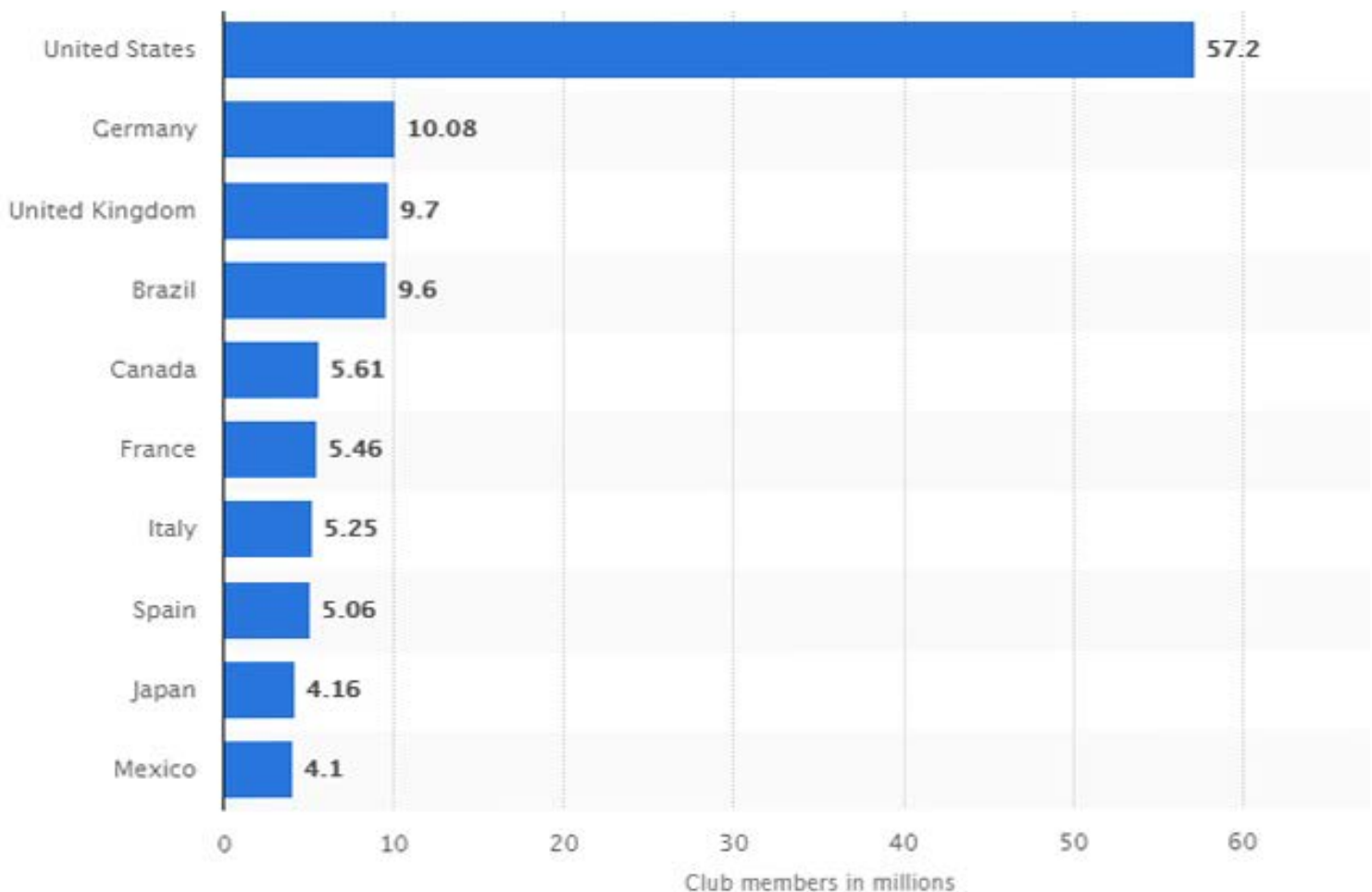
Requirement

It is important for each successful health club to have a distinct corporate image, so that is easy for clients to identify with. Especially in today's world clients are easily bored, so it is very important for health club chains to keep their brands' fresh, trendy and relevant. Their corporate website must have regular new stories to discuss, keeping current and potential members interested in their continually evolving brand, by combining fitness and entertainment together.

Retaining existing members can be a challenge as family circumstances change, particularly as members become parents and time is taken up looking after their children. Offering a family friendly environment, which actually keeps children entertained, as well as participating in exercise is important. Once they are doing one form of exercise, it is easily to encourage them to try out other facilities; that that are on offer at the club. Ensuring that clients of both sexes and all ages will wish to visit on even more regularly basis, so not only maintaining memberships but attracting new memberships too.

By offering entertainment as well as heath & leisure at the club, there is added perceived value for clients, who will realise that they are getting even better value for their membership. As they will wish to stay at the club for longer and to socialise more with their family and friends. Whilst their children's Body Mass Index will reduce, as they will wish to become involved in a heathier lifestyle.

Number of Members in Health & Leisure Clubs (in millions) Worldwide



Solution

By installing the Surround HD or the Premium UHD Super Simulators, the "Ultimate Health Club Activity" is ensured. Allowing members to relax playing their favourite ball sports, normally after working out inside the club. This would normally be part of their membership, so the club is perceived as being even better value. As there will be another 25+ Sport activities playable within the club, with 525+ different game challenges playable too.

Match Play allows members to play regular entertaining matches with their friends, ensuring that they are staying at the club longer. Ensuring that they will consume more food and beverages, increasing revenue streams even further. Hiring out the Simulator to host private parties, which is another revenue stream, whilst introducing the club to non-members, some of whom are likely to become members themselves. Coaching of the various sports can be introduced, ensuring another income stream as coaches, will pay the club directly to use this unique and amazing technology. The club's simulator can easily be installed inside an existing room as a fixed simulator, or a retractable simulator so making any room dual purpose. Regular online free updates keep's the "Ultimate Health Club" fresh with the very latest Major Sports, Game Challenges and Sporting Venues.



Located at Mantsala Sports Gym, Mantsala, Finland.

www.mantsalankuntokeidas.net

Advertising

Due to this unique technology inside fitness and health clubs, the world's top brands will wish to get involved, with another income stream ensured. Branding and advertising signage can easily be modified on the hoardings, the pitch, the moving targets, the balls, video screens and the object target, whether an image or a movie. Enabling the technology costs to be minimal, as the health benefits for members, will become well publicised.



In-Club Contests

The Simulator can very easily be setup to have in-club contests, between club members ensuring a competitive and fun environment. Playing many popular Sports in all the world's top sporting leagues and tournaments, such as the Premiership, La Liga, MLS, NFL, NHL and NBA. Current Stadium Sports playable include Football, Gridiron, Golf, Tennis, Cricket, Rugby Union, Rugby League, Baseball, Basketball, Ice Hockey, Field Hockey, Foot Golf, Mini Golf. Contest Golf, Aussie Rules, Gaelic Football, Bandy, Handball, Softball, Disc Golf, Netball, Volleyball, Twenty20, Rugby Sevens, Contest Archery, with 1,575+ Sporting Venues playable. Another 15+ Sports under Development – Include Archery, Bocca, Boules, Bowling, Curling, Disc Golf, Dodgeball, Floorball, Futsal, Hurling, Korfball, Lacrosse, Netball, Softball and Volleyball. If requested Golf, Shooting and Motor Racing can easily be added too. HD Shooting and HD Racing is easily added on too.

