

A woman with long brown hair is running in a gym. She is wearing a black halter-neck sports top, black leggings, and a red Myzone fitness belt. Her hair is blowing in the wind, and she has a focused expression. The background is a blurred gym interior with various equipment.

myzone®

Show up with **Myzone**





## What is **Myzone**?

Myzone aims to help people feel-good about exercise through technology. Myzone is an innovative wearable heart rate based system that uses wireless and cloud based technology to accurately and conveniently monitor physical activity. Myzone delivers a fully connected solution for fitness club operators and is respected as the fitness industry’s wearable of choice. It is successful due to its accuracy at **99.4%**. It is the tool for anyone who wants an accurate, gamified and motivating wearable. Myzone monitors heart rate, calories and time exercising in real time and converts that into into Myzone Effort Points (MEPs). MEPs focus on rewarding effort rather than fitness.











## How are we different?

Unlike many other activity trackers, Myzone is the only fitness tracking app based on the World Health Organization’s Physical Activity Guidelines. It uses a game-based platform and social experience that rewards effort not fitness, motivating users to reach their personal bests. The versatile system motivates and encourages users to reach their personal bests by earning MEPs for virtually any activity, including running, cycling, rowing and even HIIT.

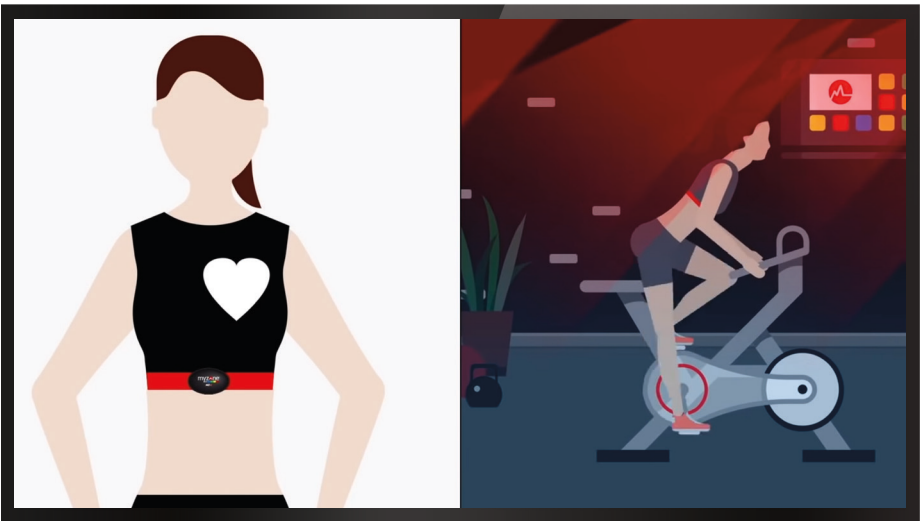
## Myzone vs Wrist Trackers

	Myzone	W/T
Goal Setting	✓	✓
Competitive Background	✓	✓
Status Ranking	✓	✓
Engaging social platform	✓	✓
Built-in data storage	✓	✓
Step counting		✓
Sleep tracking		✓
Text message alerts		✓
Measures exercise effort	✓	
In-gym live effort display	✓	
Displays data on gym equipment	✓	
Rewards all your effort	✓	
Works with many 3rd party apps	✓	

# How you may feel **training in the Myzone Zones**

Intensity	How you'll feel	Find your Max Heart Rate: $211 - 0.64 \times \text{age}$
100% to 90%	Red is the highest intensity zone. You'll jump in and out of it during vigorous exercise.	 
89% to 80%	Breathless, with difficulty saying more than 2-4 words in a row. Your hard-working muscles will "burn" due to metabolic byproduct buildup. Additional mental focus is required.	 
79% to 70%	Breathless, but able to speak a sentence of 4+ words. Muscles may "burn" slightly due to small amount of excessive metabolic byproduct buildup. You can sustain this activity for 20-60 minutes.	 
69% to 60%	You're starting to feel winded, but still able to sing a song or easily recite 3-4 sentences. Muscles are warmed up and light sweating is likely.	 
59% to 50%	Exercise at this level is enjoyable and light, easily maintained for upwards of 60-120 minutes without fatigue.	
49% to 50%	Completely comfortable. This is how you normally feel when you're resting.	

## How to use Myzone



Learn how to use Myzone at [goo.gl/TQ6E9F](https://goo.gl/TQ6E9F)



or scan **QR Code**

## Myzone **Benefits**



View your calories and effort in real time.



Connect to third party equipment & smartphone apps for maximum versatility.



Achieve Myzone Status ranking based on effort not fitness.



Store up to 16 hours of activity data.



Set goals and compete with others by measuring effort levels

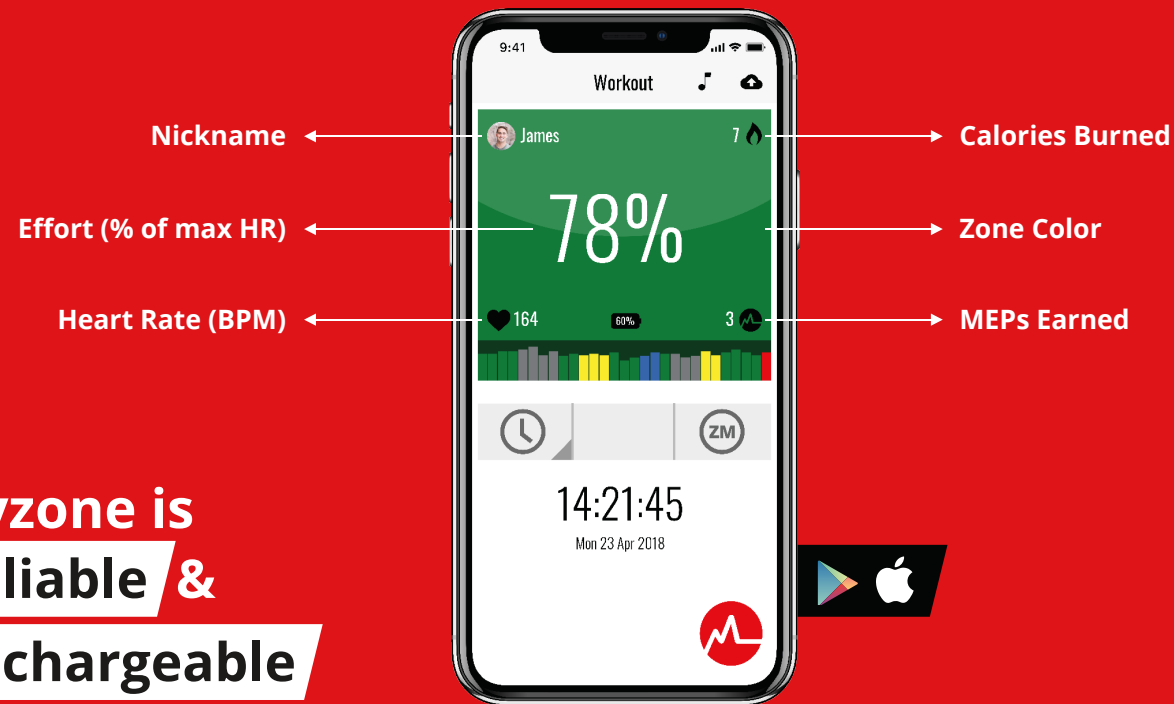


Receive email workout summary.



## The Myzone App

The Myzone Tile is your all-in-one exercise tracking tool, allowing you to see your nickname, calories burned, current effort level, heart rate, and MEPs. By viewing your live tile or watching the live group display at the gym, you can easily see whether you should be working harder or giving yourself a rest.

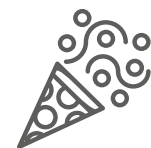


**Myzone is  
Reliable &  
Rechargeable**

The **MZ-3** is rechargeable. The charging cable in the box connects to any USB power source. When the light on the **MZ-3** turns green your belt is fully charged. You can expect up to 6 months of battery life from one charge.

### FUN FACT

Your Myzone will connect to 3rd party equipment for maximum versatility!



## Myzone **status level**

Your Myzone status is determined by how consistent you are with your exercise on a monthly basis. If you earn 1300 MEPs or Myzone Effort Points in a month, you meet the minimum requirement for physical activity specified by the **World Health Organization** and you make progress towards the next Myzone status level.

Your status number indicates how many months in a row you have achieved the 1300 MEPs on your current status. If you do not hit at least 1300 MEPs for any given month, your status will drop down to 0 (you maintain your current status, but lose any months you have gained towards attaining the next status).



## Challenge yourself or friends

Set yourself up for success by creating personal goals via the Myzone app. As you exercise, you can see if you're on track to meet your **'Monthly Target'**. This information is displayed in the **'My Stats'** portion of the app. If the outer ring of the circle is red, you are behind on your personal goal. If the outer ring of the circle is green, you are on track to meet your personal goal.





## Myzone in your club

When you wear your Myzone physical activity belt within a Myzone-enabled section of your club, your information will be streamed to displays in the form of a color-coded, easy-to-read tile.

**Not at the club? No problem.** We also have an app available on both Android and iPhone. The intuitive Myzone app makes it easy for you to stream your activity, upload your data, and review your results.

**When outside the club or away from the Myzone app, the Myzone MZ-3 will store up to 16 hours of activity data.**

## MYZONE GEAR



MZ-3

**MZ-3** is an award-winning physical activity belt of the Myzone product range. The MZ-3 allows you to view your physical activity data on your smartphone via bluetooth or on-screen at a Myzone enabled club using ANT+ technology.

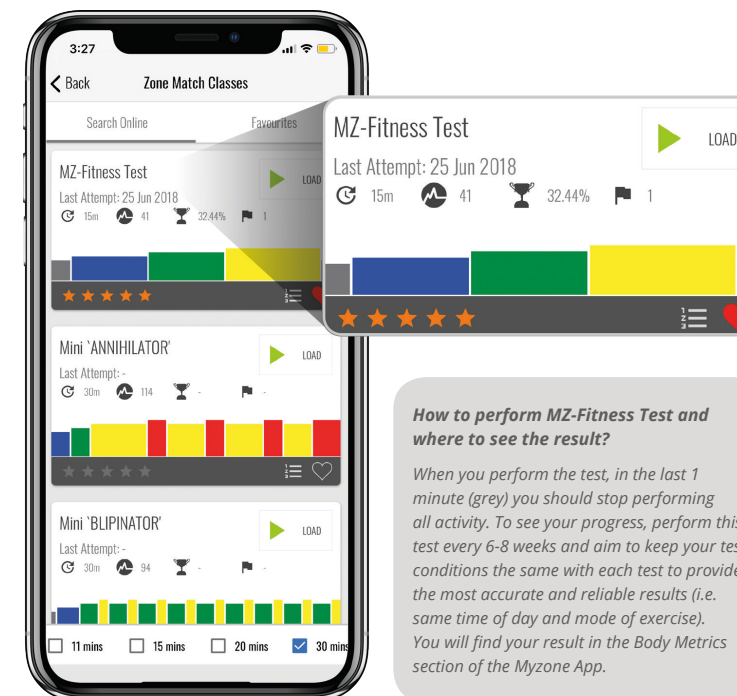


MZ-60

The **MZ-60** is the newly launched Myzone watch. It is ideal for those who want to see their heart rate and gain constant feedback for their physical activity. The MZ-60 pairs seamlessly with the **MZ-3** and is offered with hard wearing sweat resistant straps.

## Introducing the MZ-20 Home Scale

The **MZ-20 Home Scale** provides seamless live data delivering feedback from the convenience of your home works directly with the Myzone app via bluetooth. It is a smart scale that upskills and rewards your efforts by keeping track of your data like weight, body fat, BMR and much more.



## MZ-Fitness Test

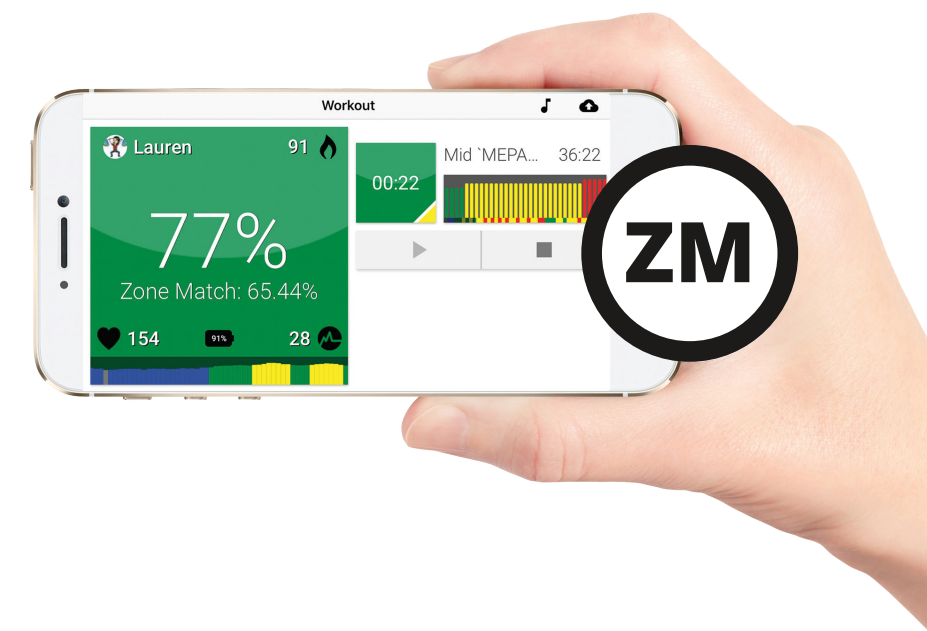
The **MZ-Fitness Test** shows you how much your heart rate drops in (beats) within 60 seconds after the exercise portion of the test. A higher score may be indicative of a healthier heart.

While your score is unique to you and not meant to be compared with others. Research indicates a recovery of more than 20 beats in the first minute following exercise is good! This has been proven to be more closely linked to good heart health. On the other hand, a heart rate recovery of 12 beats or less in the first minute following exercise is closely linked to poor heart health.

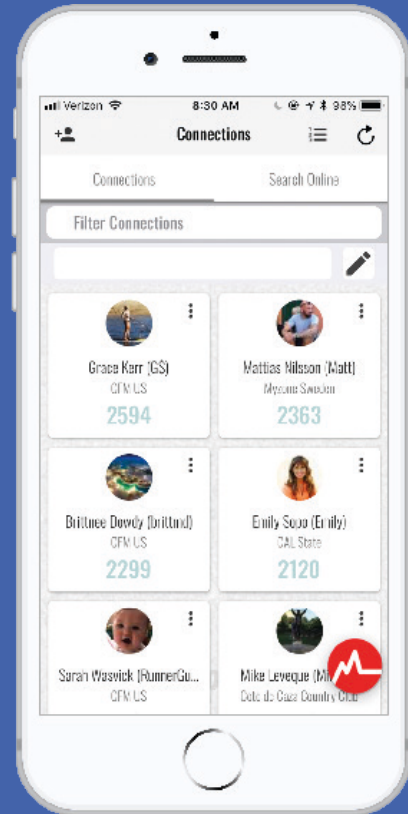
## MZ-Zone Match

**Zone Match** is a way to help motivate and challenge yourself to achieve set zones within your workout. The app will take you on a zone journey to help you achieve your goals. You simply set a time duration and then choose your preferred cardio experience.

Throughout the workout, you will receive live feedback informing you how well you are matching the zones, and at the end, you will receive a personal percentage score to help gamify your Myzone experience.

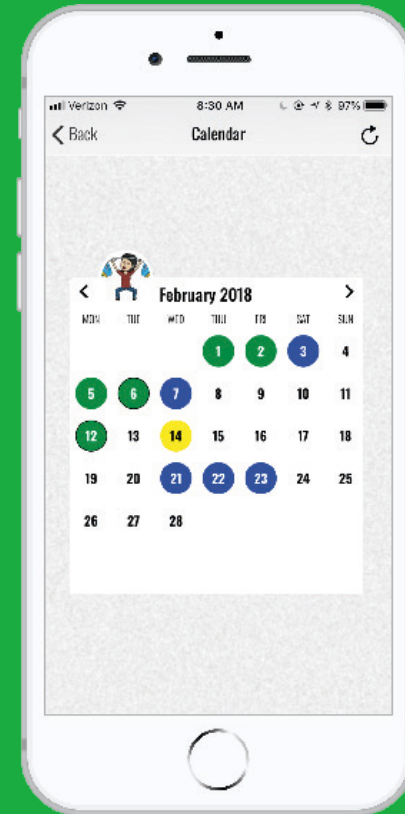


# MYZONE SOCIAL FEATURES



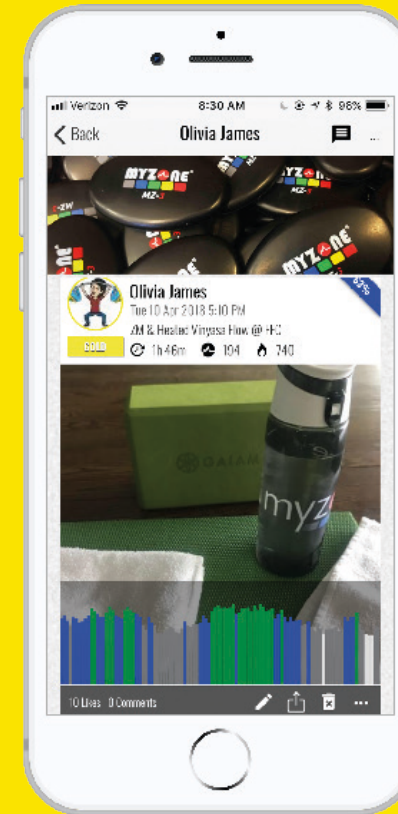
## CHALLENGE YOUR FRIENDS

Keep track of where you fall on the **Leaderboard** by challenging your friends. You can easily see how much effort you need to put in to beat out the competition and stay on top!



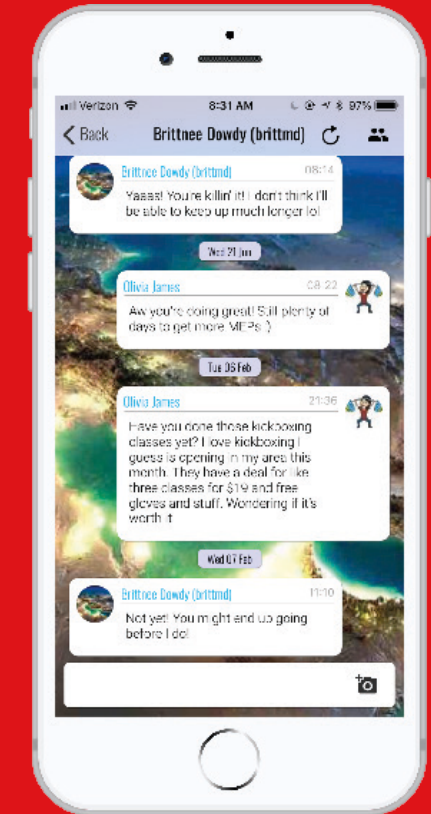
## REVIEW YOUR ACTIVITY

All of the uploaded data from your belt can be viewed in your **Activity Calendar**. By viewing your daily, weekly and monthly progress, you'll stay informed and on track to meet your fitness goals.



## CONNECT WITH FRIENDS

Review, comment and 'thumbs up' your social connections workouts via the Home feed.



## MZ-CHAT

Communicate privately with gym goers via the **MZChat** feature within the Myzone app.

## FUN FACT

Our research has shown that Myzone users who have more than **10** social contacts are **62%** more likely to hit their numbers than users without connections.







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