**Fitness Industry Technology Council**
*Success Through Collaboration*

*Ground-breaking new group seeks members to collaborate and help standardize the health and fitness technology industry to realize a seamless user experience with fitness equipment and device interoperability.*

*Covington, LA, September 24, 2014* - Fitness technology is evolving and poised to play a critical role in the lives of tens of millions of individuals.  The Fitness Industry Technology Council (FIT-C) is a collaboration of leaders representing innovative companies and organizations within the field of technology and across the fitness industry.  Fit-C is seeking the involvement of innovators and forward thinkers to join and develop a common networking solution that is affordable and adoptable.  By saving on development costs and establishing the standards to move this industry forward, we can leverage the networking solution across the multitude of applications being developed today and into the future.

Health and fitness technology is exploding! We are on the cusp of unprecedented change and opportunity. New technologies are converging to deliver total wellness solutions through data aggregation, social components and conveniences that transcend current industry standards (such as weight, body mass index (BMI), exercise and calorie tracking).  Emerging technologies promise groundbreaking access to comprehensive biometric data, activity level and behavioral patterns.   In turn, users will be more engaged in personal fitness, behavior modification and better personal health monitoring.

The goal of FIT-C is to improve the user experience and mature the collection of real-time wellness data through the creation of interoperability standards for technology-based fitness devices and applications (similar to the early beginnings of WI-FI standardization).

-Continued-

*The four main FIT-C focus areas are:*

1. To combine and mobilize resources to drive the fitness industry forward, by minimizing the need for each organization to independently create proprietary solutions for each situation.

2. To develop and promote technology standards for fitness equipment, third party applications, API and fitness devices which will encourage widespread adoption and seamless integration of useful data.

3. To protect the intellectual property of current and prospective participants.

4. To create an open forum, allowing  all sectors of the health, fitness and technology industry to participate and eliminate the need for proprietary solutions

FIT-C is introducing an open network platform for key manufacturers, and third party software developers such as  data tracking applications,  asset management software applications and sensor based developers.  Working group participants will be encouraged to collaborate in an open environment to ensure that their specific requirements for data collection applications are achieved.

To facilitate this platform, Fit-C is utilizing ECOFIT Wireless, Ant+ and Bluetooth.  These protocols are all robust, low cost, low power and are capable of being integrated with all main brands of fitness equipment.

The ECOFIT Wireless protocol has been carefully engineered, and thoroughly tested over the last four years to ensure its reliability in the noisiest and densest of environments.

The Nordic combination Ant + Bluetooth chip brings proven reliability and interoperability with the widest range of smart accessories and sensors.

Intel will play a key role in this working group as they are currently bringing a commercial fitness console to market in conjunction with Advantech and Wind River.  All members of the working group have access to the console and the opportunity to collaborate and provide valuable feedback.

API development and maintenance is a key strategy that businesses must consider in today's networked world.  Chuck Freedman from Intel Services, which supports the Intel Mashery API Products and Services Portfolio , will be joining our working group as API Strategy Advisor, helping us understand and define how platform fitness data and services will connect our customers with equipment, devices and applications through well-managed APIs.

*Benefits of Membership:*

- Eligible for election to the Board, and to participate on committees with full voting rights
- Opportunity to participate in development of interoperability standards
- Early adopter/developer advantages with technology
- Access to an established market with millions of users
- Recognition in FIT-C marketing and communication materials, including annual "State of the Fitness Technology" white paper
- Networking opportunities at member meetings and via the FIT-C web site
- Inclusion in the FIT-C online buyer's guide
- Participation in roundtable events with health care/wellness organizational members
- Exclusive offers and discounts

T.F. Hodge once wrote, "When individuals and communities do not govern self, they risk being ruled by external forces that care less about the well-being of the village."  This holds true, as technological innovations are revolutionizing the way we live, no aspect of our modern lives will go untouched.  The fitness technology is broad in scope and impacts health and wellness like nothing else it must be standardized and governed from within for the good of all. The revolution is here.  It's time to move.

*# # #*

*About FIT-C*

FIT-C was in founded in  February 2012 as a non-profit membership organization.  Led by Bryan O'Rourke, President of Integerus, LLC, along with board members Paul Lockington, Dynastream Innovations, Inc. (Treasurer), Michael Haedrich, Intel Corporation, Kelly Sweeney, Club Apps and Ted Vickey, Fitwell, LLC, the council has a mission of increasing collaboration to enhance user experience in the industry.

FIT-C is currently working to build or improve several important technology standards for the fitness industry and believes  in today's highly connected world, seamless integration of user data needs is critical to provide custom user experiences and total interoperability.

Current Working Group manufacturer members include, Star Trac, Stairmaster, Schwinn, Woodway, Octane SciFit and SportsArt.  Other Members include Intel, Mashery, ECOFIT, Integrus, Fitness EMS, Dynastream, MyZone, Garmin, Gold's Gym and Wellbridge with more members to come.

*Six Month Working Group Agenda*

**Session 1: 10/14/14 –** Introduction and Overview
*Presenters Bryan O'Rourke (Integrus) and Dave Johnson (ECOFIT)*

1. Group member introductions.
2. "Networked Fitness" Technology and the health & fitness industry "an overview".
3. Workgroup agenda review, and S.M.A.R.T objective mapping for defining group outcomes.

**Session 2:  11/11/14 –** Networked Systems and API's
*Presenters Phil Rankine (ECOFIT) and Chuck Freedman (Mashery)*

1. Introduction to ECO Wireless and other networked fitness systems.
2. Your equipment is networked … now what?  An introduction to API's.

**Session 3: 12/09/15 -** ANT+ and Bluetooth
*Presenter Paul Lockington (Garmin)*

1. Ant and Bluetooth.  What do these protocols enable?
2. Where are these technologies going in the future (downloadable programs, data sharing to favorite apps etc.)
3. What should our strategy be to make the most out of this technology?

**Session 4: 01/13/15 -** Asset Management
*Presenters Phil Rankine (ECOFIT) & Tom Strickland (Fitness EMS)*

1. Asset Management – Manufacturer and Facility Based networked systems.
2. Complete Asset Management Presentation – Enterprise Level Fitness Equipment Asset Management Software demonstration.  How these platforms work and how they are enhanced by live data from networked equipment feeding into their systems.

**Session 5: 02/10/15 -** Health Apps and Wearable devices
*Presenters Brent Drake (MapMyFitness) and Mike Leveque (My Zone)*

1. Networked fitness inside and outside facility walls – The new fitness data tracking ecosystem.
2. The future of wearables and sensor technologies and what this means to the industry.

**Session 6: 03/3/15 -** The Diamond Field Project (open standard premium fitness console)
*Presenter Michael Haedrich (Intel)*
*The Internet of Things and Fitness.*

1. As intelligent, connected systems evolve and the Internet of things grows, consumers increasingly expect new and richer exercise experiences. These changes are driving developers of fitness solutions to pursue new partners to help them meet these demands and capitalize on new opportunities.
2. The Diamond Field Project - A premium open platform fitness console.

*www.fittechcouncil.org*