



FITTAR

Fittar mission and vision for the future

Fittar Mission

“We are the innovative platform that helps people get and stay fit through a new category of fun gamified workouts.”

Ambition

“By combining body-movement with gaming, exercising becomes more fun. Adding social challenges and workouts will help us to become the leading platform for exergaming. Fittar is breaking the gridlock by offering people **a new category of fun, gamified workouts**. This unprecedented experience seduces even the greatest laggards to keep on playing. By making it easily accessible to consumers and businesses, Fittar’s ambition goes beyond the current home gym market. The combination of a digital platform and Smart Box not only expands the addressable market, it also provides a vehicle for 3rd party developers, content and business partners to unlock their market potential. The Fittar Playground and Web App will give customers access to a holistic and customisable experience.”

Fittar Vision

“Everyone deserves the thrill of staying fit for life.”

Brand positioning

“You won’t quit, if you’re having fun (**conviction**)
Play to gain (**promise**)

We know that when activities are fun to do, people achieve better faster. Using the latest technology, FITTAR turns your workout into Beginner or advanced? We have something you’ll love, making it you to get going. Also in the comfort and safety of your home. With you forget you’re on a workout, while you’re working out.”



Smart Box

Delivering all Fittar benefits through a device that fits in any home and easy to connect to any TV through HDMI

Lets Play your favourite work out!



3D Camera for
movement-
tracking



WIFI support



Bluetooth support



Plug & play setup



Customized home
screen



Dimensions 30,6 x
22,5 x 12,5 cm

Exergames

Players score points by showing the right moves. Full movement tracking implemented.

- Shadowboxing
- Pinguini
- Hellichopper
- Protect the Ball
- Catscape
- Galactic Run

1.500+ high quality fitness video's

- Strength
- Flexibility and yoga
- Mindfulness
- Endurance
- Boxing
- Cycling
- Zumba
- HIIT
- Etc.



Personal challenges & tournaments



Using the Playground web-app the Fittar game manager can setup campaigns, challenges and tournaments, either for specific communities or open for all audiences. Each exergame or video can be part of a gamified challenge or tournament.

Additional non-movement modules



By adding quizzes, coach videos and the reflection module Fittar will inspire players on other lifestyle and fitness facts. Next to a playful experience Fittar becomes a personal and engaging coach.

Gamified video



Using the Playground video editor, the game manager will be able to add movement tracking to existing videos meaning all videos can become completely interactive and gamified exercises. Like playing the exergames, players can now score points on squatting, jumping, knee raising and all other movement tracking possibilities facilitated by the Fittar software.

Fittar Playground, main functionalities

Why & What?

“In sports and play, social belonging is key...”

Together:

- We stick to our intentions and habits
- We feel connected and are more happy
- We have more fun!

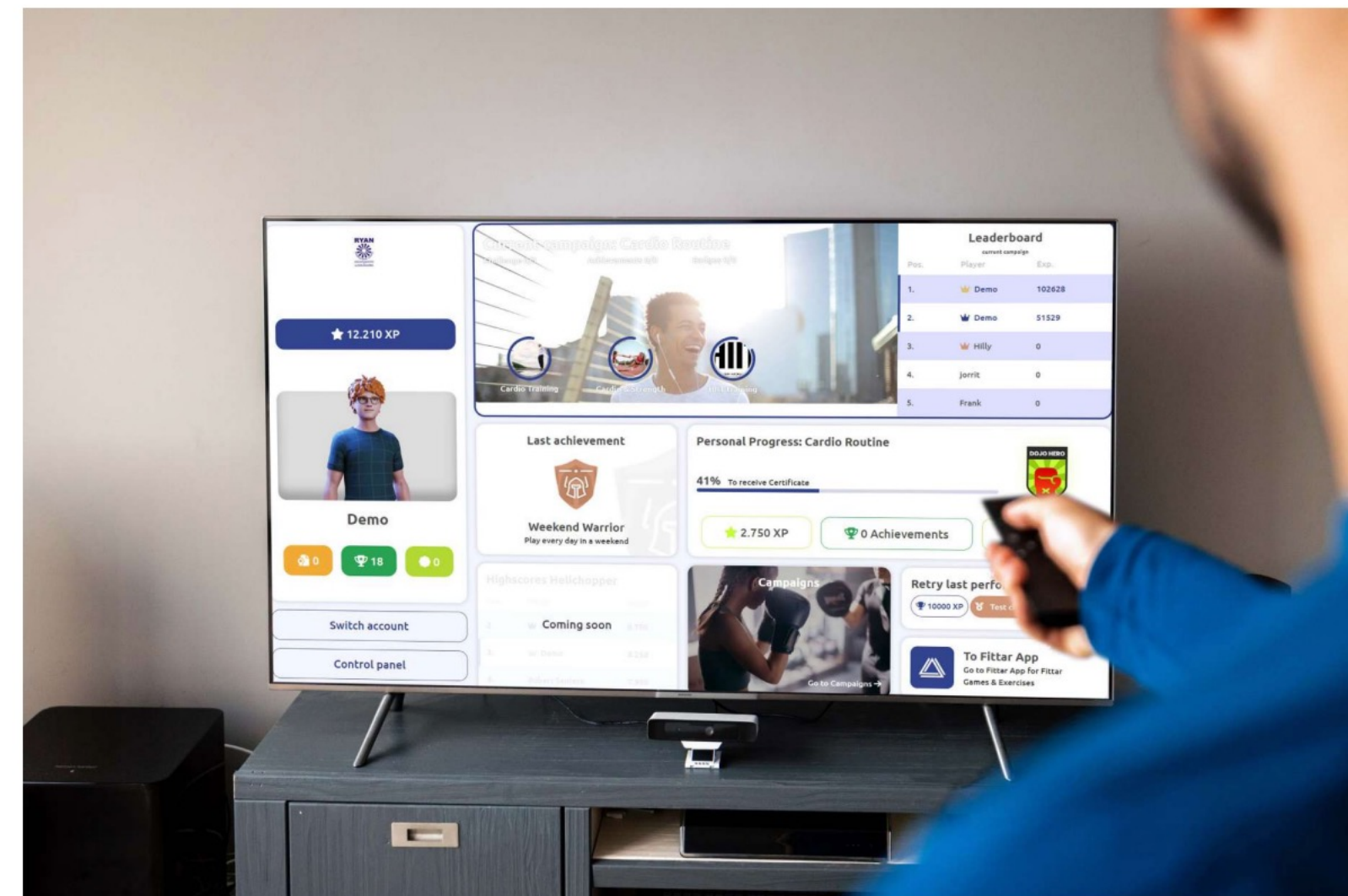
“Different audiences have different needs...”

It's the first impression that counts:

- Personalized log-ins and content overview
- Easy to adapt
- This is for me!

Current functionalities:

- Customized look-and-feel
- Personalized home-screen
- Leaderboard / engaging progress displays, adjustable per campaign, tournament, team or personal goal
- Badges, XP, trophies and achievements
- Activation and communication tools for/to players -> notifications (in and out app)
- Data and reporting
- Multi-language



The Fittar Playground Experience

Fittar users:
play their customised
social workouts and
exergames.

All Fittar **touchpoints**
combined deliver an
integrated, engaging and
gamified experience.

Game management can
be done by either the
business client, Fittar
partner or by Fittar.

Direct sales partners find
new market segments and
add their personal touch.

Offered to users by **their
employer or provider**
of fitness and lifestyle
coaching and training.

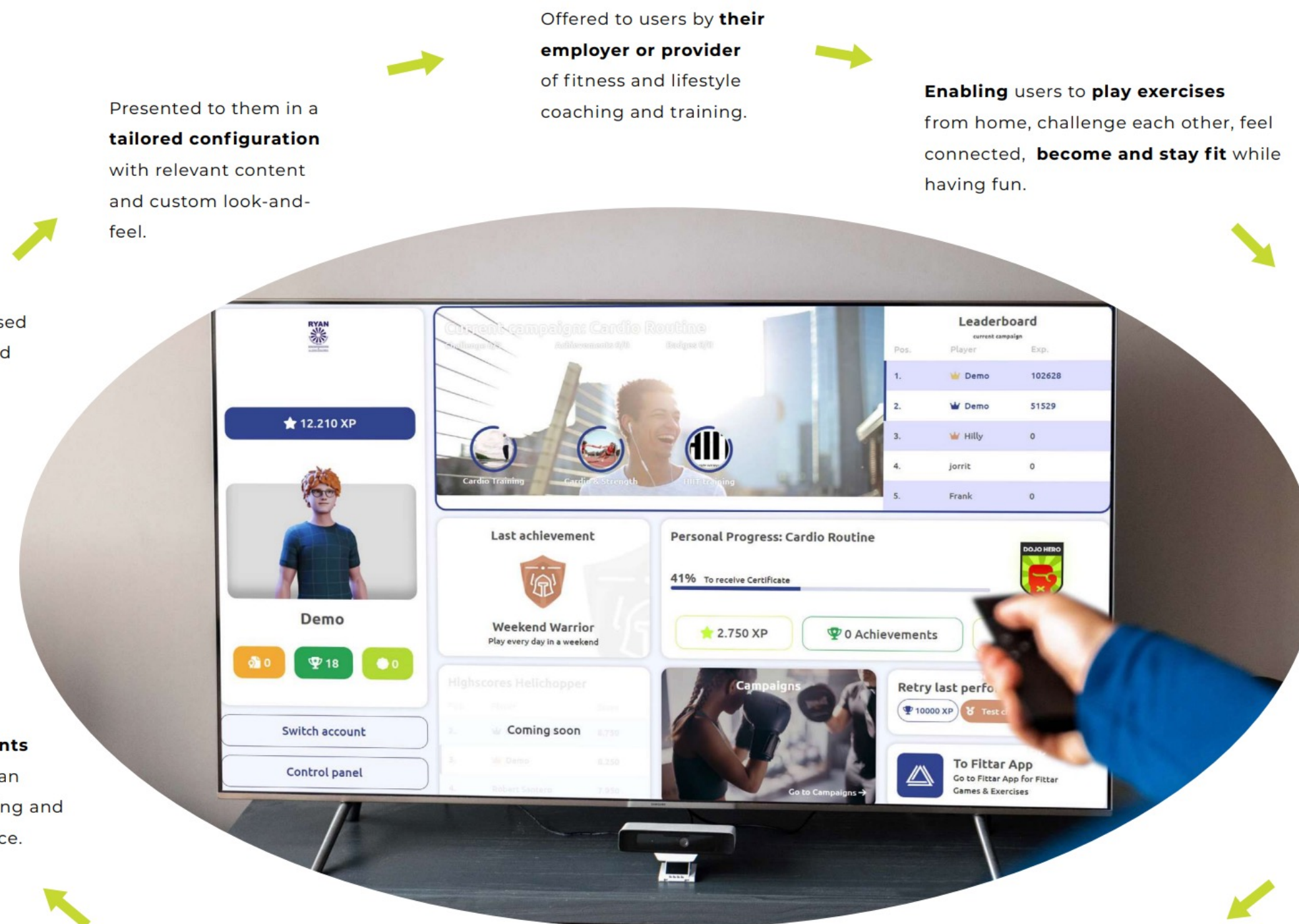
Enabling users to **play exercises**
from home, challenge each other, feel
connected, **become and stay fit** while
having fun.

Using the **best content and
technology** from trusted
partners

The Fittar Playground Value Chain

Existing **tech and content
providers** unlock new
market-potential and
revenue streams.

Workout videos become gamified exergames
using Fittar's tracking solution. All kinds of
playable content **are enriched** (with challenges,
campaigns, tournaments), making it much
more valuable.



DECATHLON

★ 12.210 XP

Isabella Williams

4

26

72

Switch account

Current campaign: Prima Vera Yoga

Challenges 5/9
Achievements 3/9

Warming up

Beginner I

Beginner II

Beginner III

Expert I

Last achievement

Weekend Warrior

Play every day in a weekend

Personal Progress page

Campaign Complete

68.2%

Achievements 15

Certificates 1

Experience 2.300

Badges 17

Highscores Helicopter

Pos. Player Score

2. George Rock 8.750

3. Isabella Williams 8.250

4. Robert Santoro 7.950

Campaigns

Go to Campaign

Last performance

+ 425 XP

Shoulder & chest

To Fittar App

Go to Fittar App for Fittar Games & Exercises

FITTAR

★ 6.000 XP

Oscar Wilson

2

15

40

Switch account

Current campaign: Tatsujin Dojo

Challenge 4/9
Achievements 3/9
Badges 12/34

Warming up

Beginner I

Beginner II

Beginner III

Expert I

Last achievement

Weekend Warrior

Play every day in a weekend

Personal Progress: Tatsujin Dojo

32% To receive Certificate

★ 2.750 XP

Highscores Helicopter

Pos. Player Score

2. George Rock 8.750

3. Oscar Wilson 8.250

4. Robert Santoro 7.950

Campaigns

Go to Campaign

Campaigns

Tatsujin Dojo

Status: Playing

Keishikai Karate

Status: Playing

Judo Blue Belt

Status: Playing

Summer Boxing

Status: Completed

Winter Kickboxing

Status: Completed

Tatsujin Dojo

Status: Completed

Keishikai Karate

Experience

6.000

24.000

Achievements

14

29

Badges

24

73

Progress

68%

100%

Campaign stats

Challenges 18

Total modules 108

Extra stats 23

Extra stats 2 14

Extra stats 3 27

Overall statistics

Experience 26.550

Certificates 4

Achievements 28

Badges 79

Campaigns played 14

Hours playtime 28

Modules played 1.267

Average score

You

Average player

26k

5

12

98

Experience 40k

Certificates 3

Achievements 28

Badges 79

Back to dashboard

Leaderboard campaign

John Doe

Robert Santoro

Santa Alley

Pos. Player Exp.

1 Robert Santoro 26.500

2 John Doe 26.325

3 Santa Alley 26.125

14 Mary Lass 14.725

15 Stephan Bowman 14.575

16 Elaine Hernandez 14.250

17 Oscar Wilson 14.000

18 Larry Brown 13.800

19 Greg Morrison 13.725

Tatsujin Dojo

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Beginner I

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3 Modules ★ 150 2 5

Beginner II

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

3 Modules ★ 80 0 1

Video

Quiz

Ebo no kata video

Completed

Ebo no kata quiz

Back to dashboard

Why Fittar

Fittar revolutionizes the fitness experience by providing a personalized, all-in-one platform that combines cutting-edge technology with world-class trainers and exciting exercise games. Embrace convenience, flexibility, and data-driven results as you embark on your journey towards a healthier, happier you with Fittar.



**Increases
Vitality**



**Interactive
Exergames**



**Connect &
Compete**



**Anytime
Anywhere**

1

All-in-One Fitness Solution

Fittar offers a comprehensive fitness platform that caters to your every need. With a wide range of workout classes, expert guidance, and tailored recommendations, Fittar ensures that you stay motivated and on track to achieve your fitness goals.

2

Customized Fitness Experience

At Fittar, we understand that each individual's fitness journey is unique. Our platform provides personalized workout suggestions based on your preferences, goals, and fitness level. This ensures that you receive the most effective and enjoyable workouts tailored just for you.

3

Access to World-Class Trainers

Fittar brings the expertise of world-class trainers right to your fingertips. Our platform features a curated selection of experienced and certified fitness professionals who provide guidance and motivation to help you reach your goals.

4

Innovative Smart Box Technology

The Fittar Smart Box is a groundbreaking piece of fitness technology that offers a seamless, immersive workout experience. With its state-of-the-art design and user-friendly interface, the Smart Box delivers high-quality video content, exciting exercise games, and interactive elements to enhance your workouts.

5

Convenience and Flexibility

Fittar's platform can be accessed anytime and anywhere. Whether you're at home, on the go, or traveling, Fittar ensures that your fitness routine remains uninterrupted. With our extensive library of on-demand workout classes, you can choose when and where you want to exercise.

6

Social Connection and Motivation

Fittar fosters a sense of community and camaraderie by connecting users with like-minded fitness enthusiasts. Share your progress, challenge friends, and celebrate your achievements together as you work towards a healthier lifestyle.

7

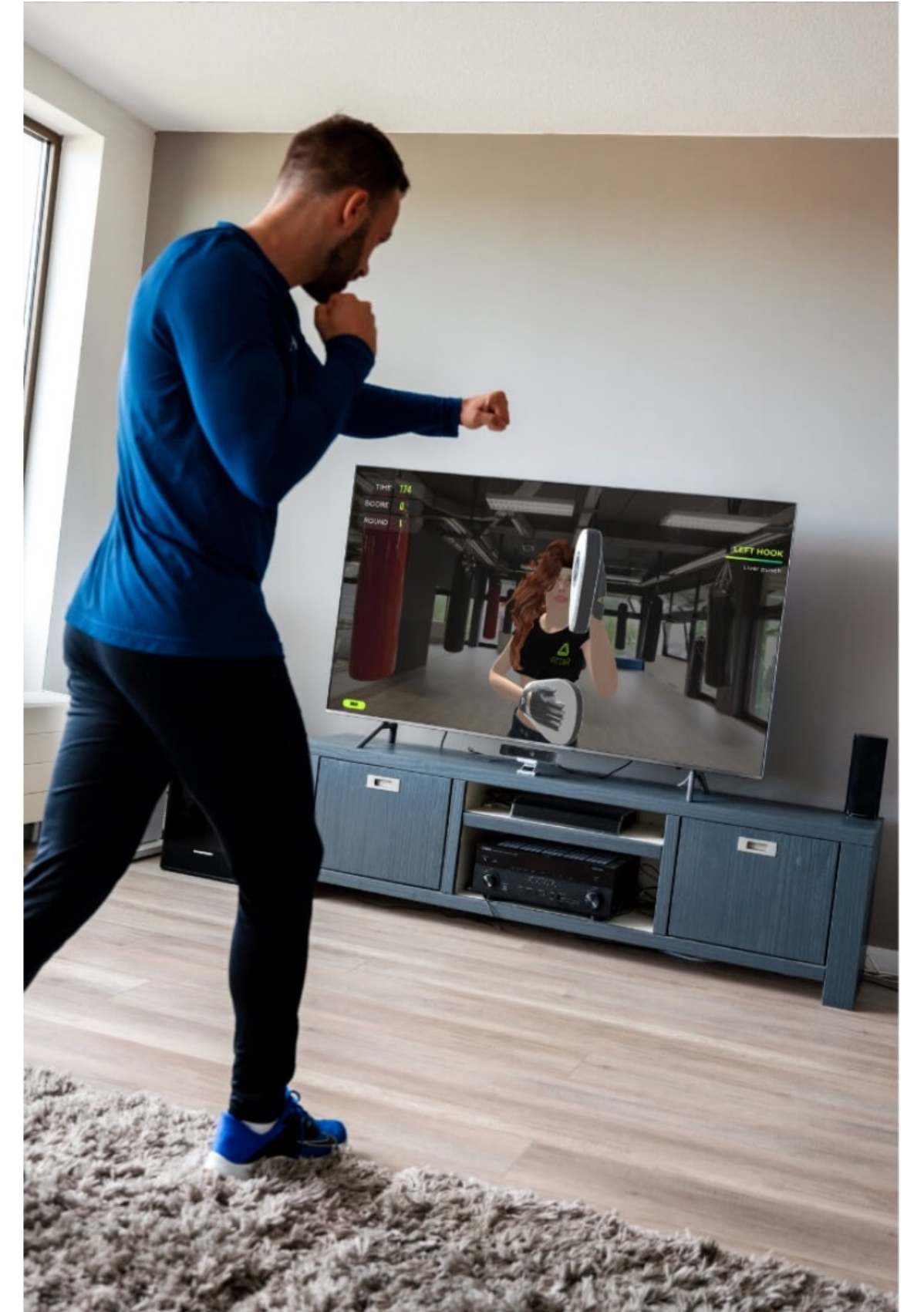
Data-Driven Results

Our advanced performance tracking features help you monitor your progress, set goals, and receive actionable insights for continuous improvement. By leveraging data-driven analysis, Fittar empowers you to make informed decisions about your fitness journey and stay motivated.

8

Conclusion

Fittar is the ultimate solution for consumers seeking a convenient, engaging, and effective way to achieve their fitness and wellness goals. With our personalized approach, cutting-edge technology, and world-class trainers, Fittar is poised to change the way you think about fitness. Join the Fittar community today and embark on your journey towards a healthier, happier you.



Market segmentation

Corporates

Direct sales towards large and mid size companies with the Fittar corporate wellness solution.

Partners

Teaming up with companies who offer corporate solutions & services, adding Fittar to their portfolio.

Retail

Selling the Fittar Smart Box and subscription through retailers.

Special projects

Customised solutions for companies in the hospitality sector (like hotels), private schools and goverment health programs.

Company Challenges

Healthy employees are essential for a successful organization. However, technological advancements and hybrid work make it increasingly challenging for employers to continue to improve employers' vitality.

Physical exercise is a key contributor to vitality. And that's our thing! Our mission is to get everybody moving, young, old, fit or less fit, everyone, wherever, whenever.

Our solution

With the Playground for companies, Fittar offers companies a unique combination of innovative technology and a virtual environment that keeps employees moving and engaged with elements such as gamification, interaction, and engagement.

Trends Corporate

More and more employees expect their employer to support hybrid working. Two findings from the I&O Research study confirm this trend: • 56% of the Dutch population wants to work hybrid and have the freedom to make their own choices (a few days at home and a few days on location); • 41% want to travel less often or not at all in the future.

Furthermore, the "National Vitality Study 2022" has shown that there is an increasing need for information and communication regarding vitality. Apps and platforms are a valuable addition to the approach of sustainable employability in organizations.

Due to labor shortages and the pandemic, employees have started to look at secondary employment benefits differently. Attention to vitality, working conditions, working hours, and workload has become essential for retaining and recruiting personnel.

UWV has shown that the shortage of employees in 2022 was more than twice as tight as the year before. To make a real impact on retaining and recruiting personnel and employee engagement, attention must be paid to secondary employment benefits such as focusing on the health and well-being of employees.



Corporate testimonial

Fittar believes in the power of gamification, interaction and engagement to encourage employees to get active. With the Fittar Playground we offer employers a unique solution to get and keep employees actively involved at home, even the less athletic employees. With this innovative low-threshold solution we can contribute to the vitality of employees so that they can perform optimally.



The Problem

Being physically active has proven to contribute to a significant increase in quality of life. Creating a workout routine, and sticking to it has never been this difficult.



Most people don't get adequate physical activity.



44% of workers experience a significant amount of stress during the day.



Get moving!

- ✓ Suited for everyone
- ✓ Quick and at home
- ✓ Do it together
- ✓ Competition



Stick to it!

- ✓ Track your progress
- ✓ Build a routine
- ✓ Interactivity
- ✓ Have fun!

The Solution for consumers

Delivered through a platform that combines fitness with smart technology and gamification, in the comfort of your own home. A new way to work out in which you forget you're working out.

Trends Consumer

1. Home Workouts: The pandemic has accelerated the trend of at-home workouts, as consumers have been forced to adapt to limited access to gyms and studios. Many have invested in home gym equipment, virtual fitness classes, and on-demand workout apps.
2. Technology Integration: Technology has become a key part of the fitness industry, with wearables, apps, and streaming platforms offering new ways to track progress, connect with trainers, and access personalized workouts
3. Social Fitness: Social media platforms are increasingly being used for fitness motivation and community building, with users sharing their progress, tips, and advice with each other. This has led to the rise of fitness challenges and online fitness communities that provide support and accountability for users.
4. Virtual Training: With the help technology, virtual personal training has become a popular option for consumers. This allows people to train, without having to leave their home.
5. gamification proves to be an effective tool to motivate people to get moving and stay active. By using game-like elements such as rewards, challenges, and social engagement, gamification can make exercise more enjoyable and engaging. This can help people to overcome the initial barriers to getting started with fitness and maintain their motivation over time. Additionally, gamification can also provide a sense of progress and achievement, which can further increase motivation and encourage people to continue their fitness journey.




Fittar tutorials

All tutorials can be found on our YouTube channel:

[Fittar YouTube](#)

Most used tutorials:

- [Smart Box - Hardware installation](#)
- [Smart Box - WIFI connect & Settings](#)
- [Smart Box - Exergames & 1500 Fitness Videos](#)
- [Smart Box - Dashboard + B2C Campaign](#)



Personal information

There are now about 20 avatars available.
This will be expanded in the future

Fittar Website

All information shared in this document, can be found on our website:

www.fittar.eu

On our website you can also find all materials needed for sales. Such as styleguide, imagery, Quick Starter Guide, User Tips, FAQ etc.

Fittar contacts

Sales material + information: hilly@fittar.eu

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Facebook: <https://www.facebook.com/fittarsmartmirror>

LinkedIn: <https://www.linkedin.com/company/fittarsmartbox/>





Contact



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FITTAR EU

Reach out to us If you are Interested

