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EDUCATION SERIES

Understanding the Fitness Technology Landscape

Thursday, November 19, 2015

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Your Moderator

Todd Tweedy

Summit Education Series

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Upcoming Webinars

View the complete webinar schedule <http://www.motionsofttechnologysummit.com>

December 1, 2015

Tuesday

Sid Banerjee, CEO, Clarabridge

Driving High-Impact Member Experience Management Programs

Track: Member Experience Management

December 8, 2015

Tuesday

**Jill Thorpe, Partner, Healthcare Division
Manatt, Phelps & Phillips, LLP**

Personal Health Data: Understanding Which Legal Frameworks Apply to Different Use Cases in Fitness, Healthcare and Wellness

Track: Legal

December 10, 2015

Thursday

**Bill Besselman, VP of Integration and Digital Strategy,
Under Armour Connected Fitness**

Embracing Digital Partnerships with Under Armour Connected Fitness to Extend Your Reach, Influence, Profitability and Growth

Track: Digital Partnerships

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Motionsoft Update



B.O.S.S.

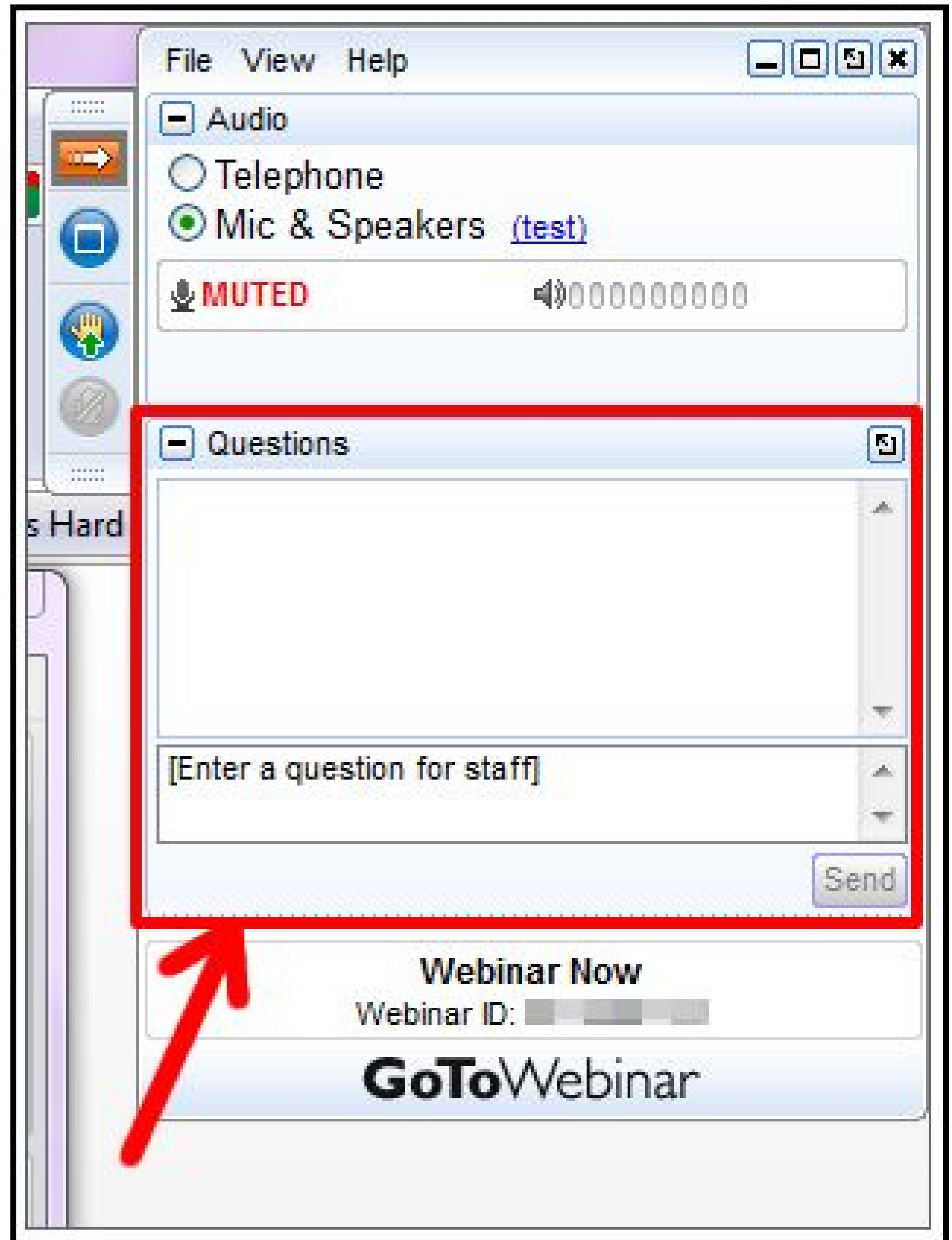
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Your Presenter

Andrew Kolman

Director of Product Development – Console Technology

Johnson Health Tech. Co. Ltd.

BIOGRAPHY

- ▶ Director of Console Technology
 - ▶ Develop strategic direction, develop and manage strategic partnerships for all business segments
- ▶ With Matrix since 2004
 - ▶ Product manager for treadmills, entertainment, retail treadmills and technology
- ▶ Design background in addition to marketing degree
 - ▶ Hold 5 patents with several more applications pending

BACK TO THE FUTURE



4823L
352P54t
314 37
376
4293L
74830
919t
310 320
24E 397
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373 97
89 34E
083252E
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12E 69
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59E
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3290t
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383 75E
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MOBILE APPS



Figures [published in a paper](#) on the mHealth app development industry estimate there are now **100,000 apps** dedicated to mobile health available for [Android](#) and iOS, a figure which has doubled over the last two years. The report shows the global health and fitness mobile app market is worth about \$4 billion at the moment, but this could increase to \$26 billion by 2017. Google's data indicates the rise has already begun.

Read

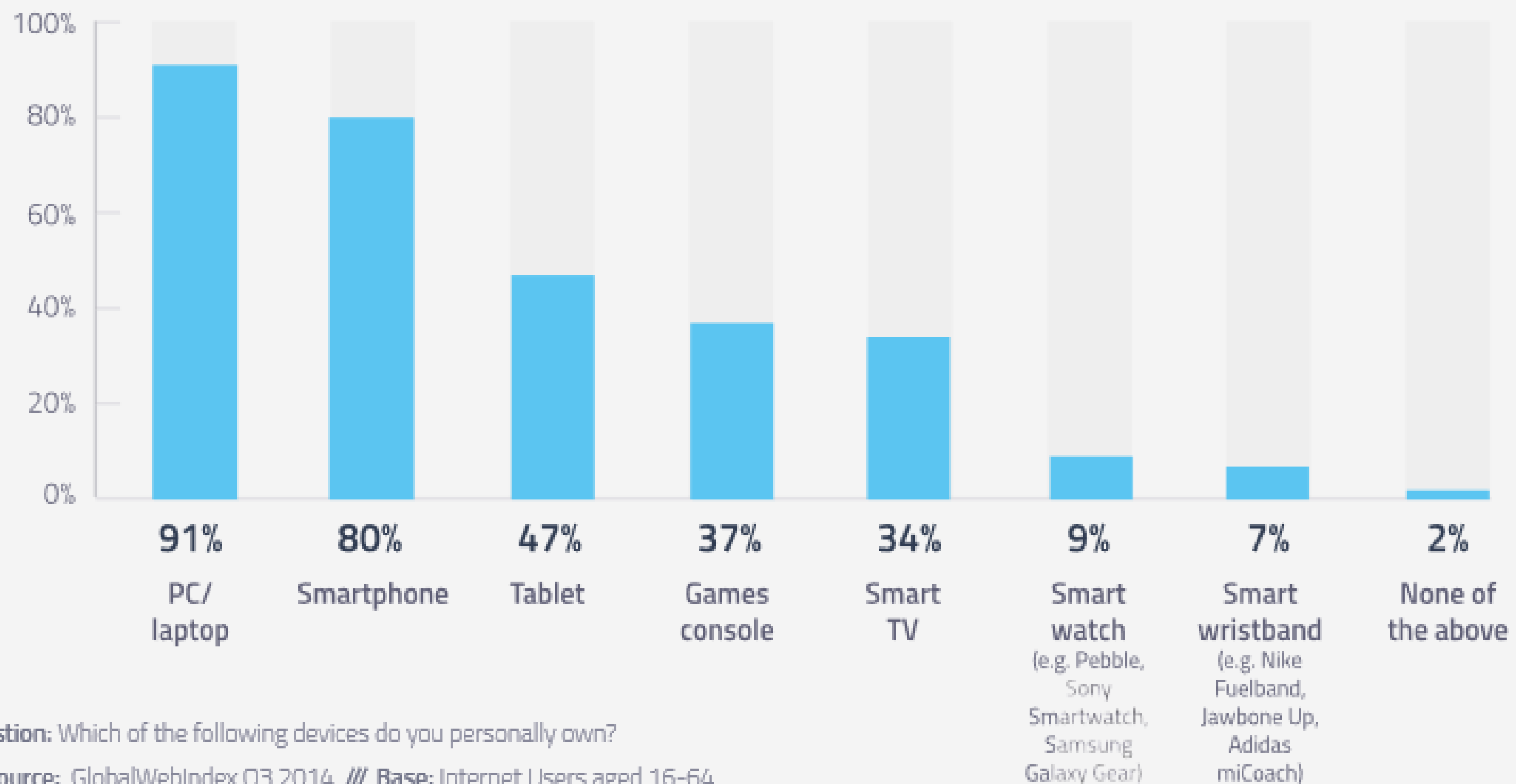
more: <http://www.digitaltrends.com/mobile/google-play-store-2014-most-downloaded-apps/#ixzz3rxVCxjwu>

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4 in 5 now own a Smartphone

Device Ownership



Question: Which of the following devices do you personally own?

/// Source: GlobalWebIndex Q3 2014 /// Base: Internet Users aged 16-64



There are seven Android phones for every iPhone

A close-up photograph of a man with brown hair and blue eyes lying in bed. He is holding a black smartphone to his ear with his right hand. He is wearing a light blue shirt. The bed has white pillows and a white blanket. The background is slightly blurred.

**We keep our
phones within
arms reach
91% of the time**

Survey: 58 percent of smartphone users have downloaded a fitness or health app

By: Aditi Pai | Nov 5, 2015

Tweet 37

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Tags: activity tracking app | fitness app | health app | New York University | nutrition app | NYU Langone Medical Center |

Some 58 percent of smartphone users have downloaded a health-related app, according to a **NYU Langone Medical Center study** of 1,604 US smartphone owners conducted in June 2015. Survey management company Toluna conducted the survey online.

A slightly smaller percentage of smartphone users, 41 percent, downloaded more than five apps. Almost half of respondents, 41 percent, said they would not pay for a health app, while 20 percent said they would pay a maximum of \$1.99, and 22 percent would pay a maximum of between \$2.00 and \$5.99.



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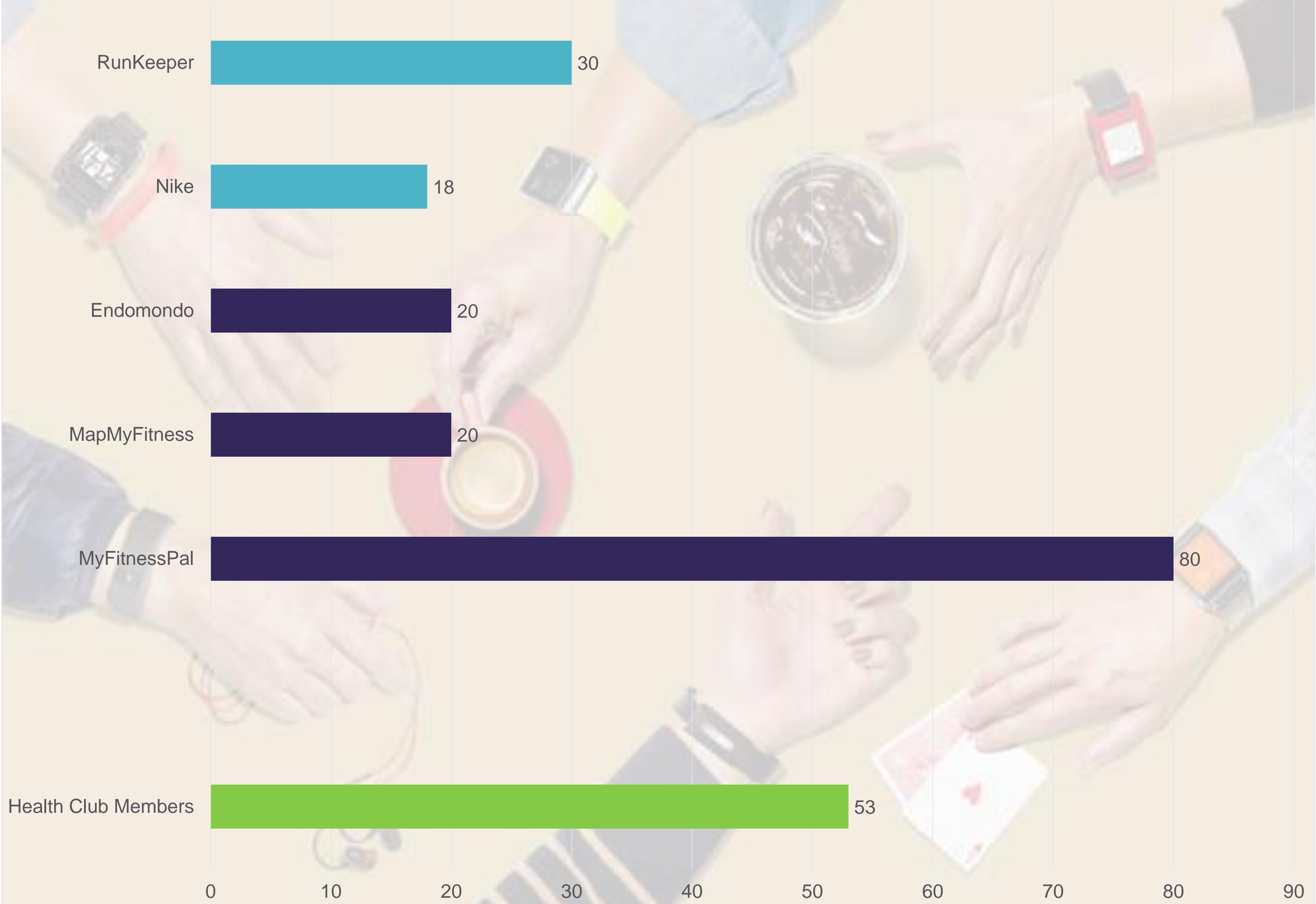
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There are more users of fitness apps than there are members of health clubs



Total users of top mobile fitness apps (millions)






158



EARNINGS

Under Armour Acquires MyFitnessPal for \$475 Million

Sports-Gear Maker Adds Nutrition-Tracking Platform to Digital Properties as Profit Rises



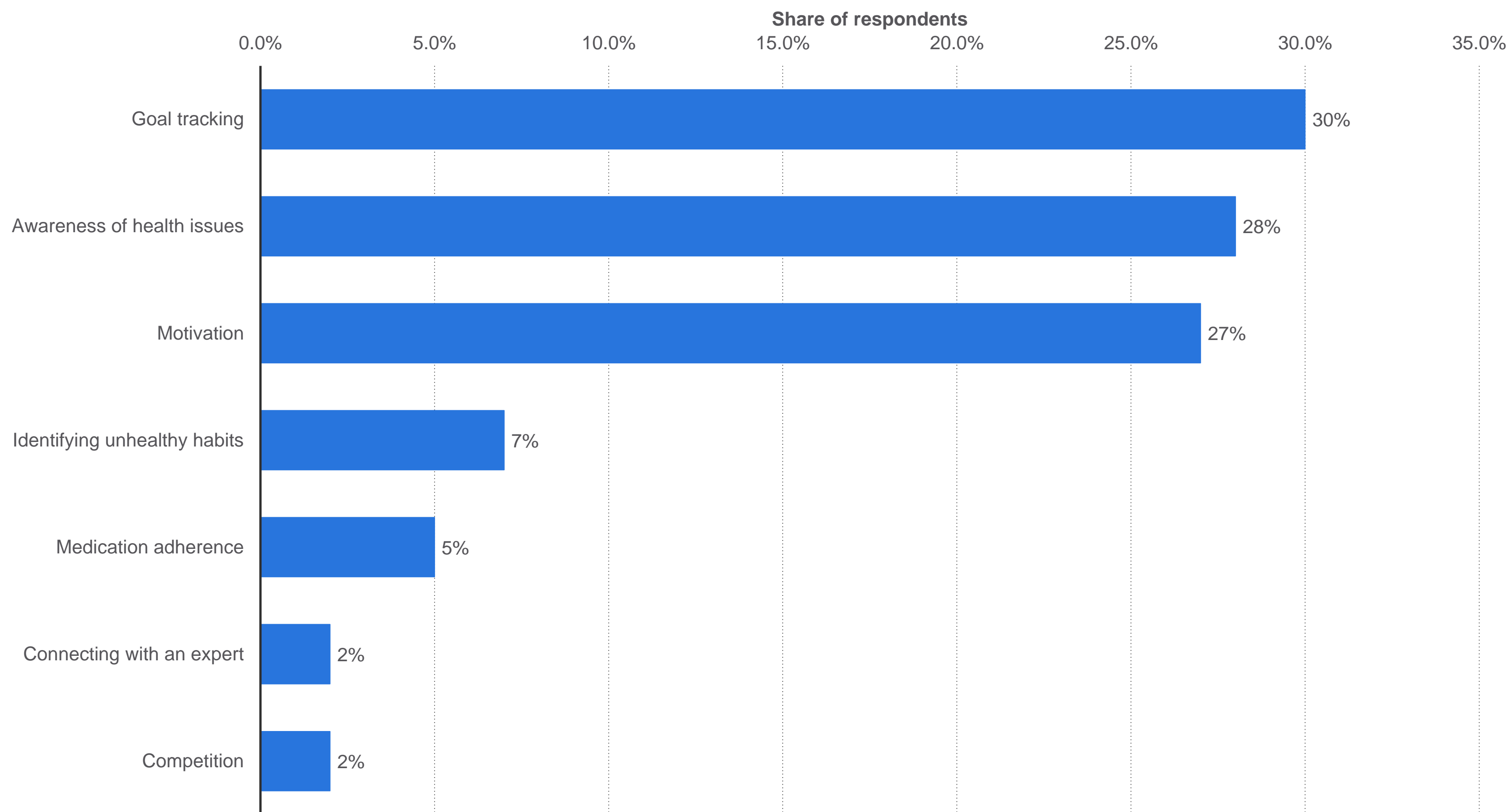
Under Armour has acquired
MyFitnessPal (\$475M) and
Endomondo (\$85M)

Source: Under Armour Q4 Results

TNW

Reasons for using health and fitness apps according to U.S. users 2014

Primary reasons for U.S. internet users to access mobile health and fitness apps as of March 2014



Note: United States; March 2014; 18 years and older; 1,000 Respondents

Further information regarding this statistic can be found on [page 8](#).

Source: Research Now; Website (Mobiquity); eMarketer; [ID 298033](#)



73% of users say they are healthier today because of their fitness app



69% of mobile fitness users think tracking their health and fitness on their smartphone is more important than using it for social networking or online shopping

New Research: 55 Percent of Health and Fitness Mobile App Users to Add Wearables

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Pedometers and wristbands top list as most popular devices

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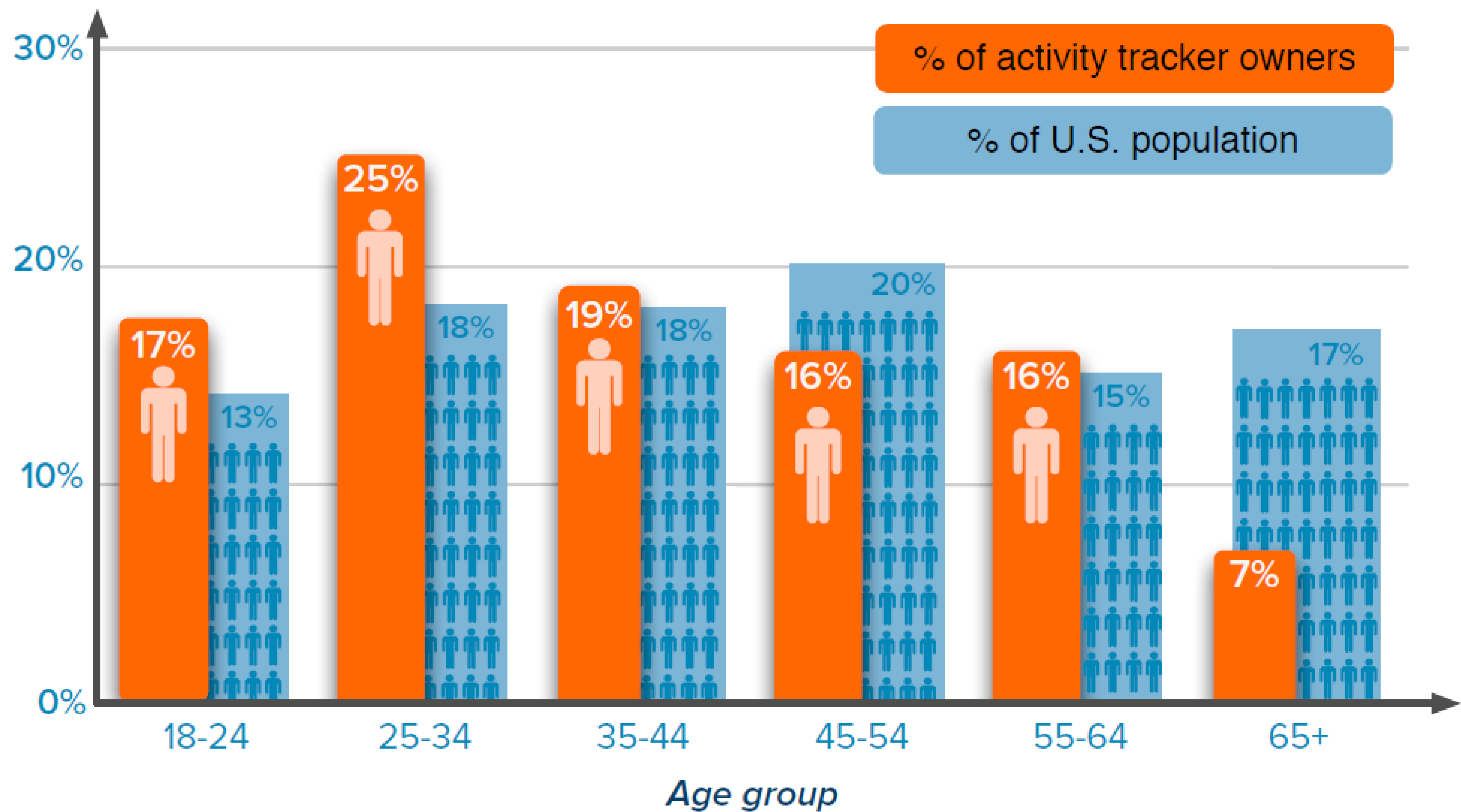
BOSTON, MA – May 8, 2014 – A new study of 1,000 users of mobile health and fitness apps has found that 55 percent plan to also use wearable devices to track and improve their health. The “*Get Mobile, Get Healthy: The Appification of Health & Fitness*” study, commissioned by mobile engagement provider **Mobiquity, Inc.**, reveals the impact of mobile apps and wearable devices on consumers’ personal health. An infographic illustrating the findings can be [found here](#).

WEARABLES





*U.S. Activity Tracker Ownership
(Endeavour Partners, September 2013)*



*Percent of Activity Tracker Owners vs. Percent of U.S. Population By Age
(Endeavour Partners, September 2013)*



Table 1 — Worldwide Wearable Electronic Fitness Devices Shipments Forecast, 2013-2016

(Millions of Units)

Device Category	2013	2014	2015	2016
Smart Wristband	30	20	17	19
Sports Watch	14	18	21	24
Other Fitness Monitor	18	20	12	15
Chest Strap	11	12.1	8	7.3
Smart Garment	0.01	0.1	10.1	26
Total Market	73.01	70.2	68.1	91.3

Source: Gartner (October 2014)

Fitbit has sold almost 30M devices total, added nearly 180 employees in Q3

By: Brian Dolan | Nov 5, 2015

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Tags: Fitbit | Fitbit Q3 | Macy's | Strava cycling app | Thermos smart water bottle lid | Works with Fitbit |

Based on its recently revealed third quarter results, **Fitbit continues to grow on nearly all fronts**. The company also told investors that it believes that launch of the Apple Watch has had no material effect on Fitbit's business to date:

"So, in terms of Apple: We haven't seen any material impact on our results," Fitbit Chairman and CEO James Park told investors during the company's quarterly call. "You can see that we've had a pretty excellent quarter, and that continues to reinforce our belief that the Apple Watch and the Fitbit line of products are catering to two very different segments of the market and that our product line is really differentiated by several key things: Not only on price point, but the broad range of products that we have across different price points, different form factors, styles, or the cost platform compatibility... I think all those things are placed together. We strongly continue to feel that the Apple Watch and Fitbit are targeting two very different consumers."



Fitbit sold 4.8 million devices and generated \$409 million in revenue during its third quarter. The \$409 million figure also marks year-over-year increase of 168 percent for revenues. The US market accounted for 66 percent of its revenue during the quarter and its newest devices, but "dramatic" increase in revenues from international sales helped the company post a banner quarter. The company now expects to generate between \$620 million and \$650 million in revenue during the fourth quarter of the year, which is its biggest because of the holidays. It now expects to generate upwards of \$1.8 billion in revenue this year.

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- ▶ Partner with a company that shares your vision surrounding data
 - ▶ It belongs to you and shouldn't live in a silo with a particular brand on it
 - ▶ Put a data migration plan in place
- ▶ Partner with a company that has the tools to bring multiple points of data under one umbrella
 - ▶ Give you the ability to create a community that you manage messaging to



Thank You

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THE INTELLECT AND BUYING
POWER IN THE ROOM."***

ANDREW KOLMAN

DIRECTOR OF PRODUCT DEVELOPMENT

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