

TECHNOGYM CHALLENGES IN THE GLOBAL MARKET



Dr. Silvano Zanuso
Technogym Scientific Department

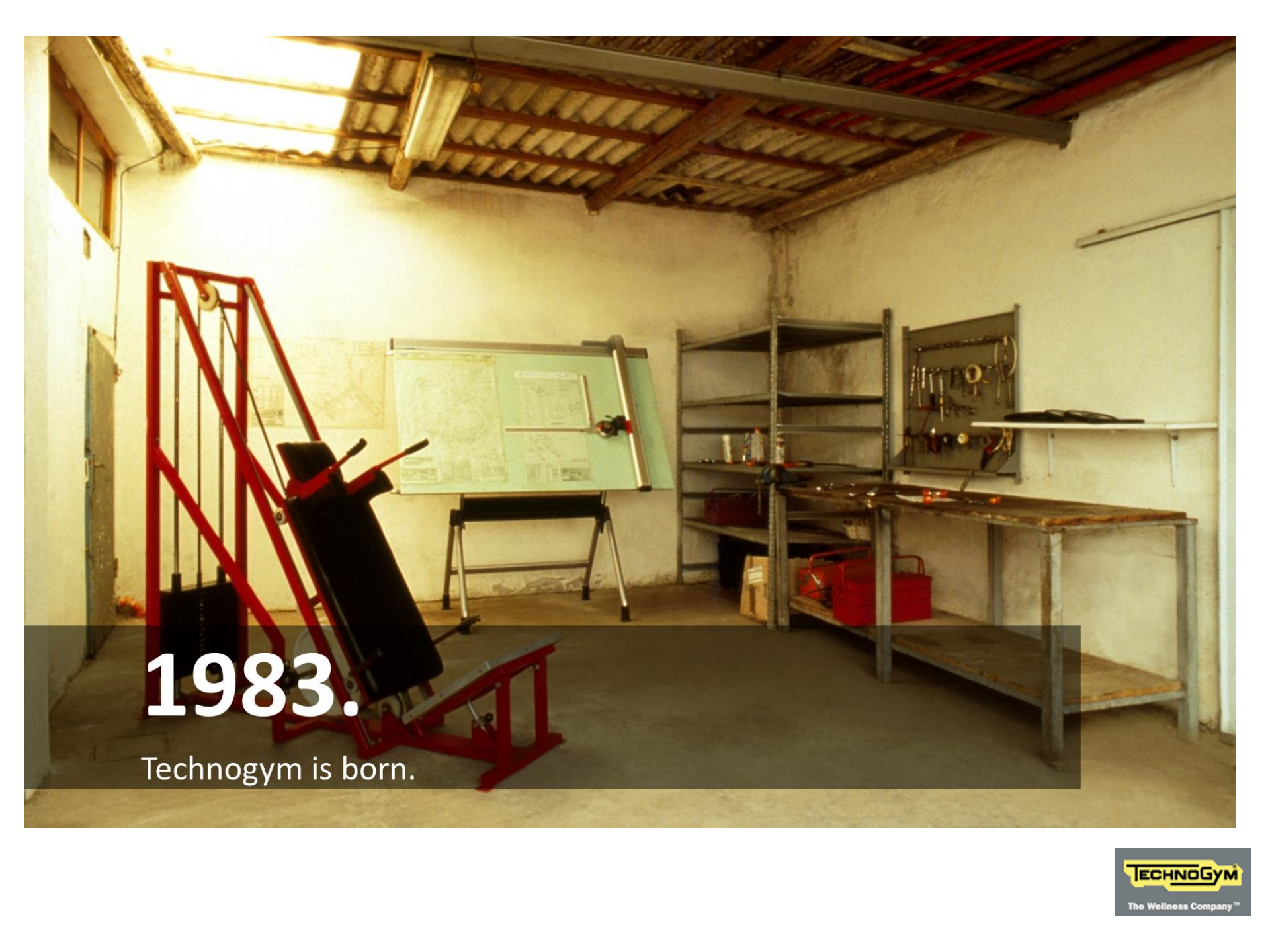
AGENDA

- Innovation – The primary engine of growth
- The evolution of the market
- Relationship between Physical activity and Health
- The Technogym Wellness Ecosystem

PART 1

Innovation

The primary engine of
growth

A photograph of a workshop or garage from 1983. In the foreground on the left is a red metal exercise machine with a black seat and pulleys. In the center background is a flip chart on a stand. To the right are metal shelves and a workbench with various tools hanging on the wall. The room has a corrugated metal roof and concrete floor.

1983.

Technogym is born.



TECHNOGYM
VILLAGE





1992

First ever integrated constant heart rate program on cardio equipment.

TECHNOGYM

The Wellness Company



WELLNESS
SYSTEM

Wellness System

1996

The first training management system:
workout guidance and data tracking
from a virtual trainer

TECHNOGYM

The Wellness Company

TECHNOGYM

DIGITAL WEIGHTSTACK SETTING™

Biostrength

1998

Electronic controlled strength equipment



TECHNOGYM

The Wellness Company

Selection

2000

Designed by 10 million users in the world



TECHNOGYM

The Wellness Company

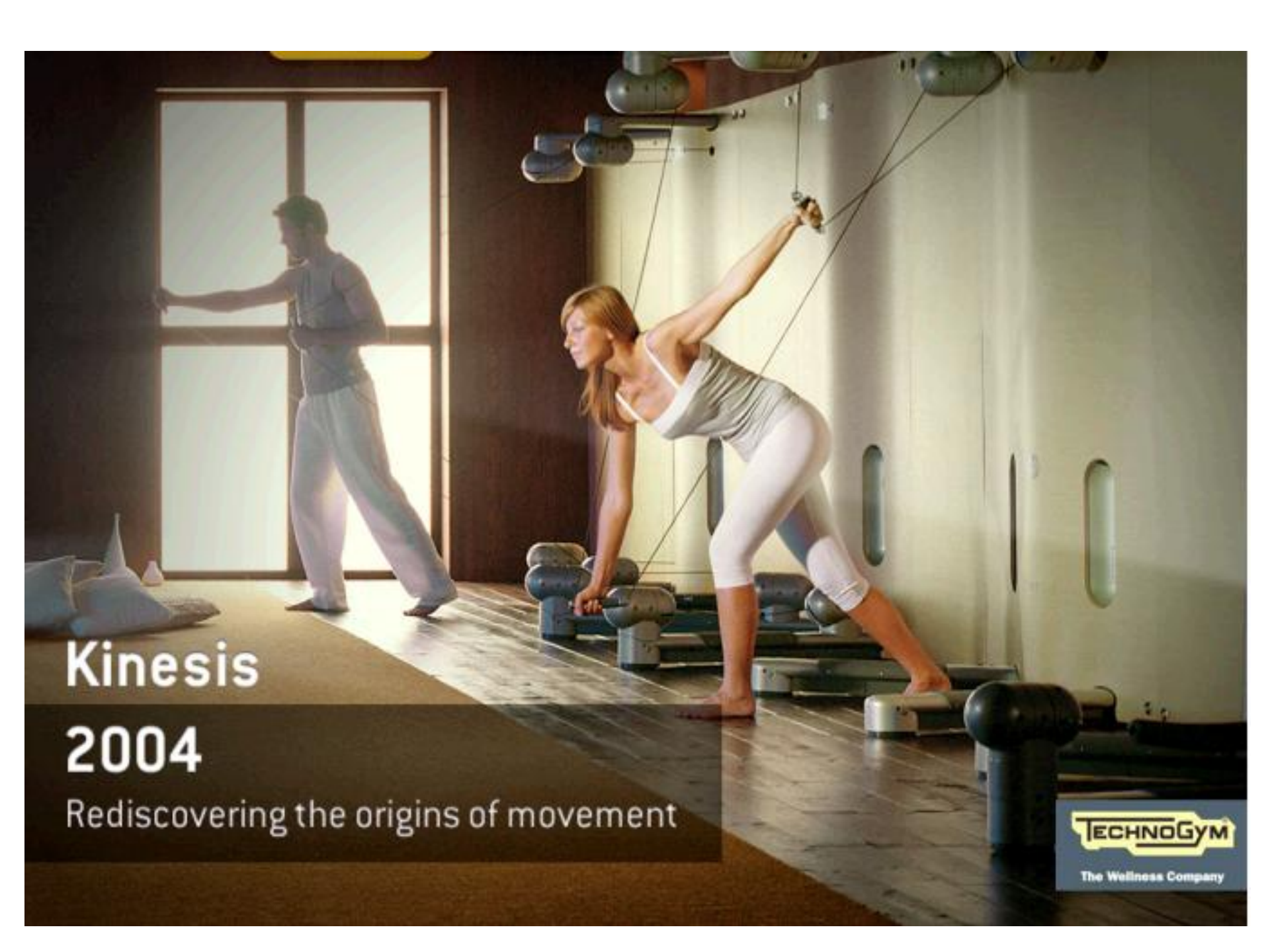
Wellness TV and Excite line

2002

Integrated personal entertainment
at the touch of a hand on the most
extensive cardio line in the world

TECHNOGYM

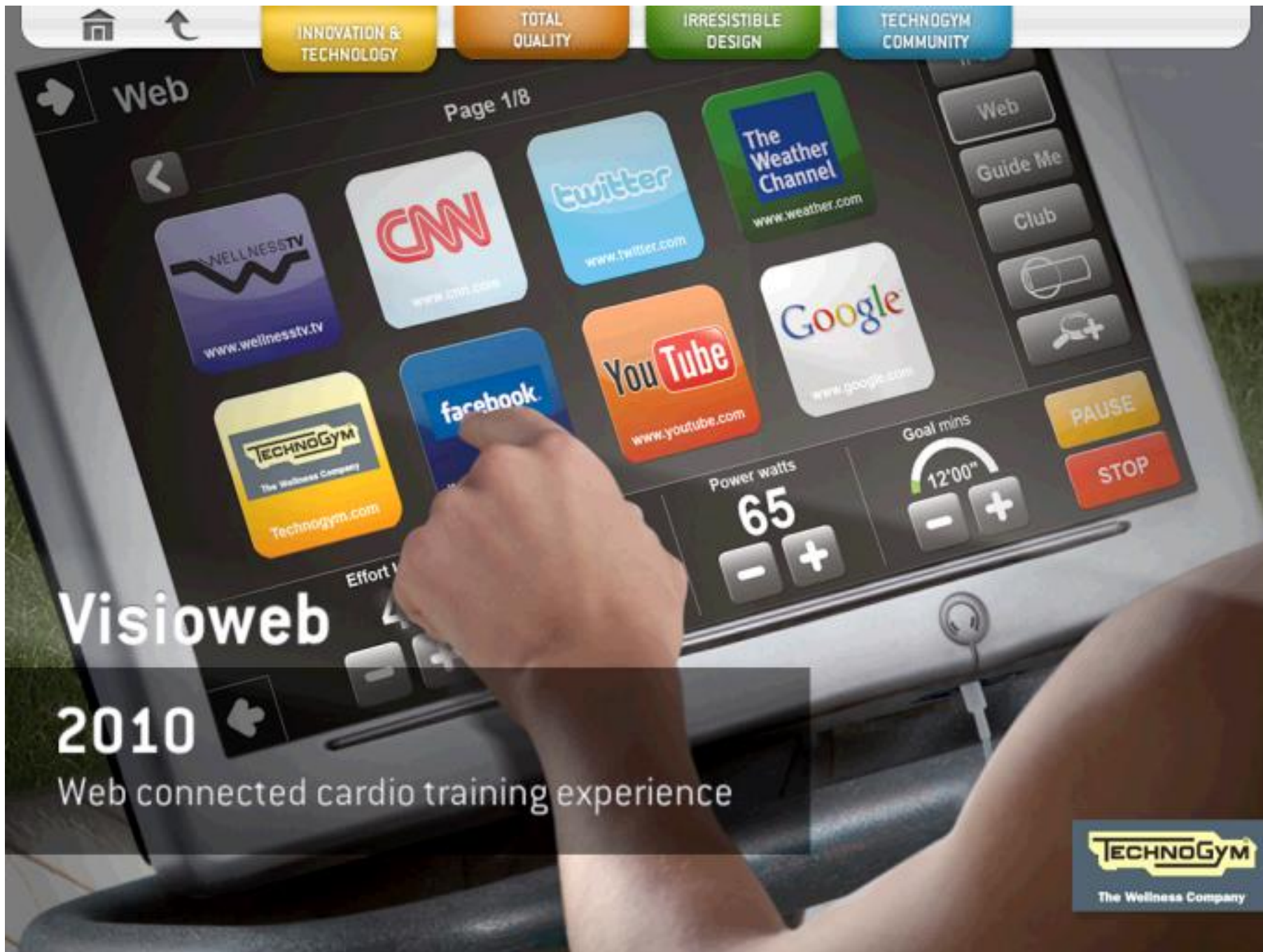
The Wellness Company



Kinesis 2004

Rediscovering the origins of movement

TECHNOGYM
The Wellness Company

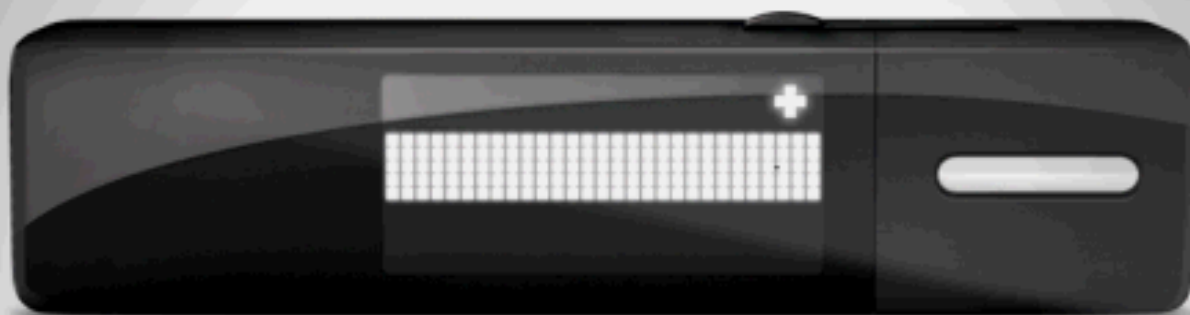


Visioweb

2010

Web connected cardio training experience

mywellness key



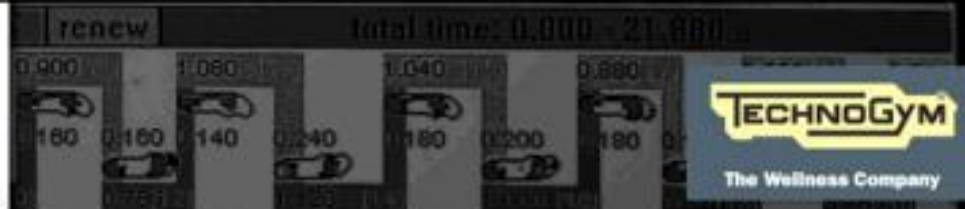
2011

Measuring physical activity indoor and outdoor



Science behind product

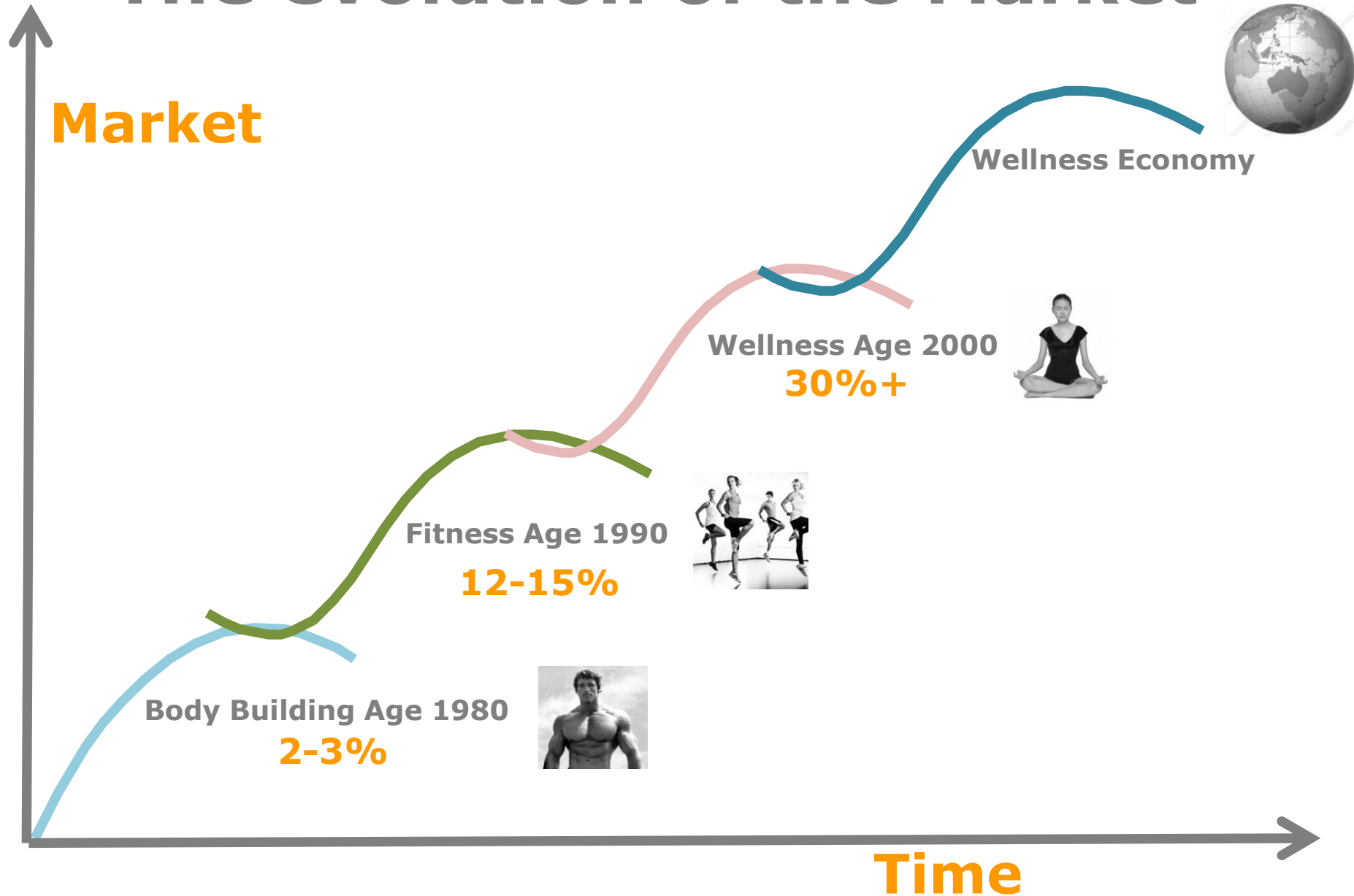
All Technogym products undergo in-depth laboratory analysis and tests to verify their technical and scientific functions.



PART 2

The evolution of the market

The evolution of the Market

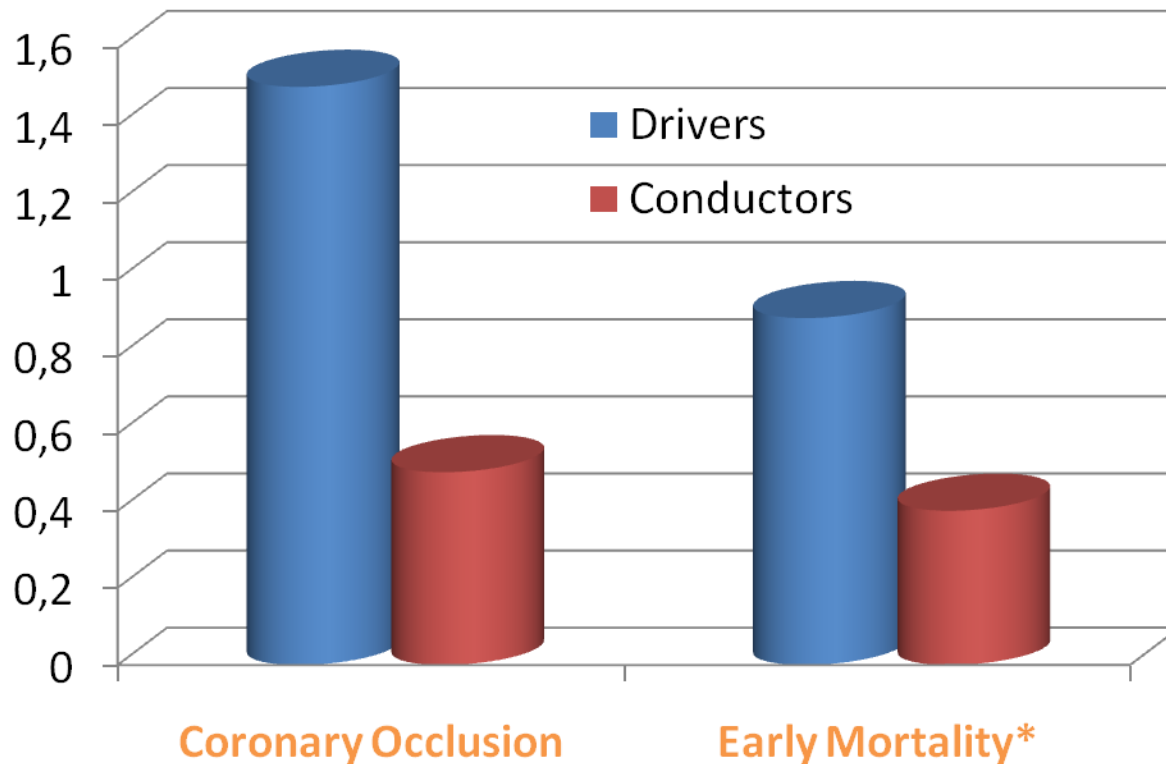


PART 3

Relationship between Physical Activity and Health

Attività Fisica Lavorativa e Coronaropatia 31000 London Transport Workers

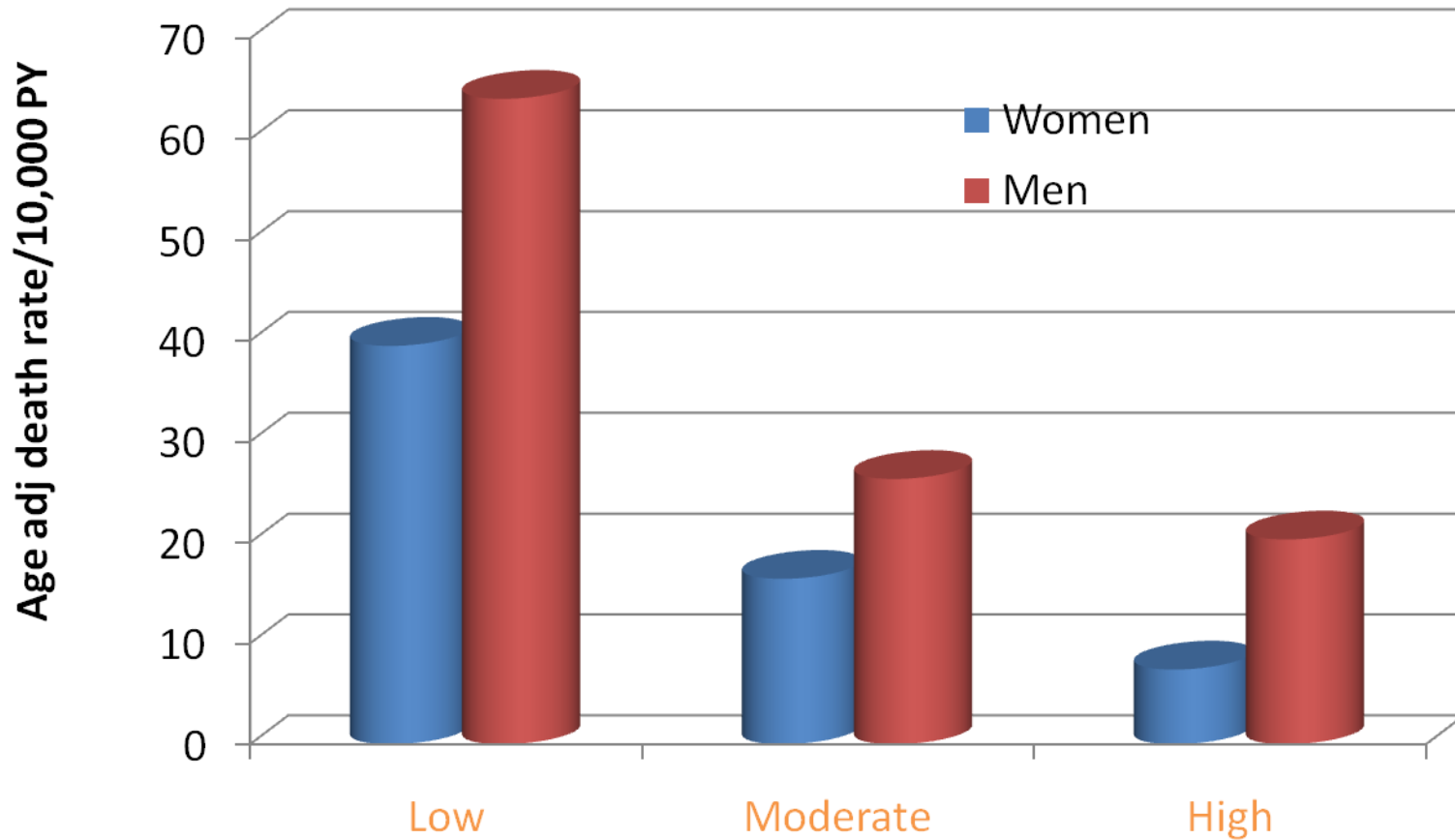
Rate/1000



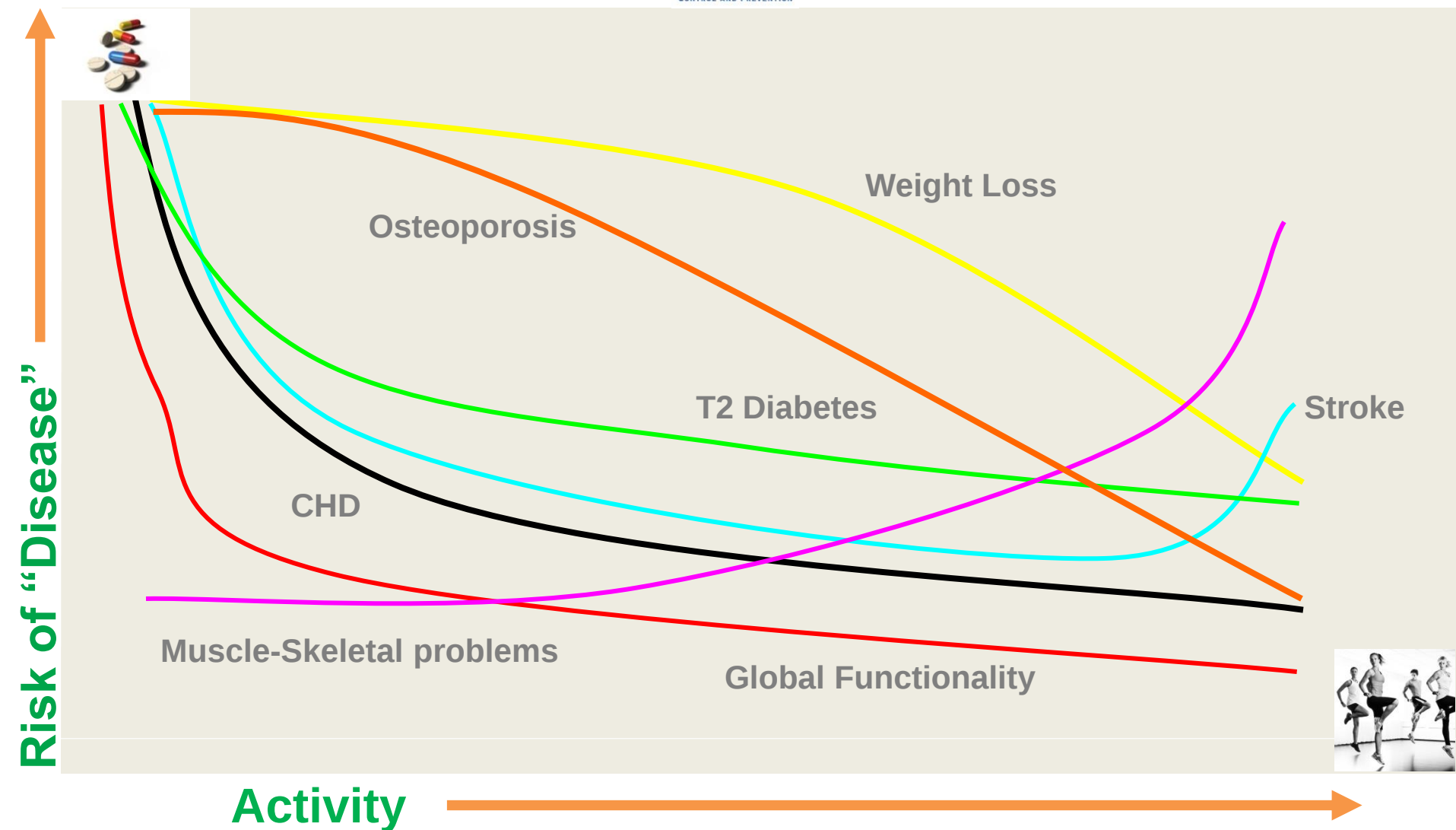
*Entro 3 giorni dal MI

Mortalità per tutte le cause per Categorie di Fitness

C.R. 3120 donne e 10224 uomini (ACLS)



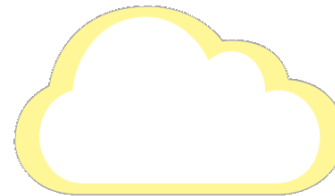
Physical Inactivity and Health



PART 4

The Wellness Ecosystem

Physical Activity? - EXercise?



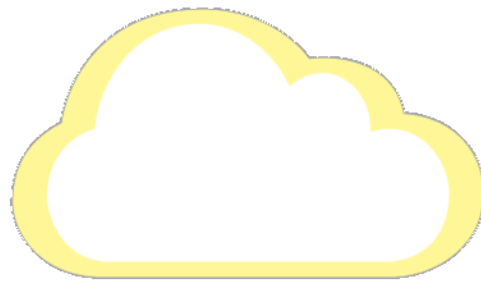
U.S. Department of Health and Human Services (1996) Physical activity and health: a report of the Surgeon General. U.S.

TECHNOGYM ECOSYSTEM

WELLNESS LIFESTYLE
MANAGEMENT



Connectivity....



Technogym
Wellness Cloud



GARMIN

fitbit

EVERNOTE



POLAR
LISTEN TO YOUR BODY

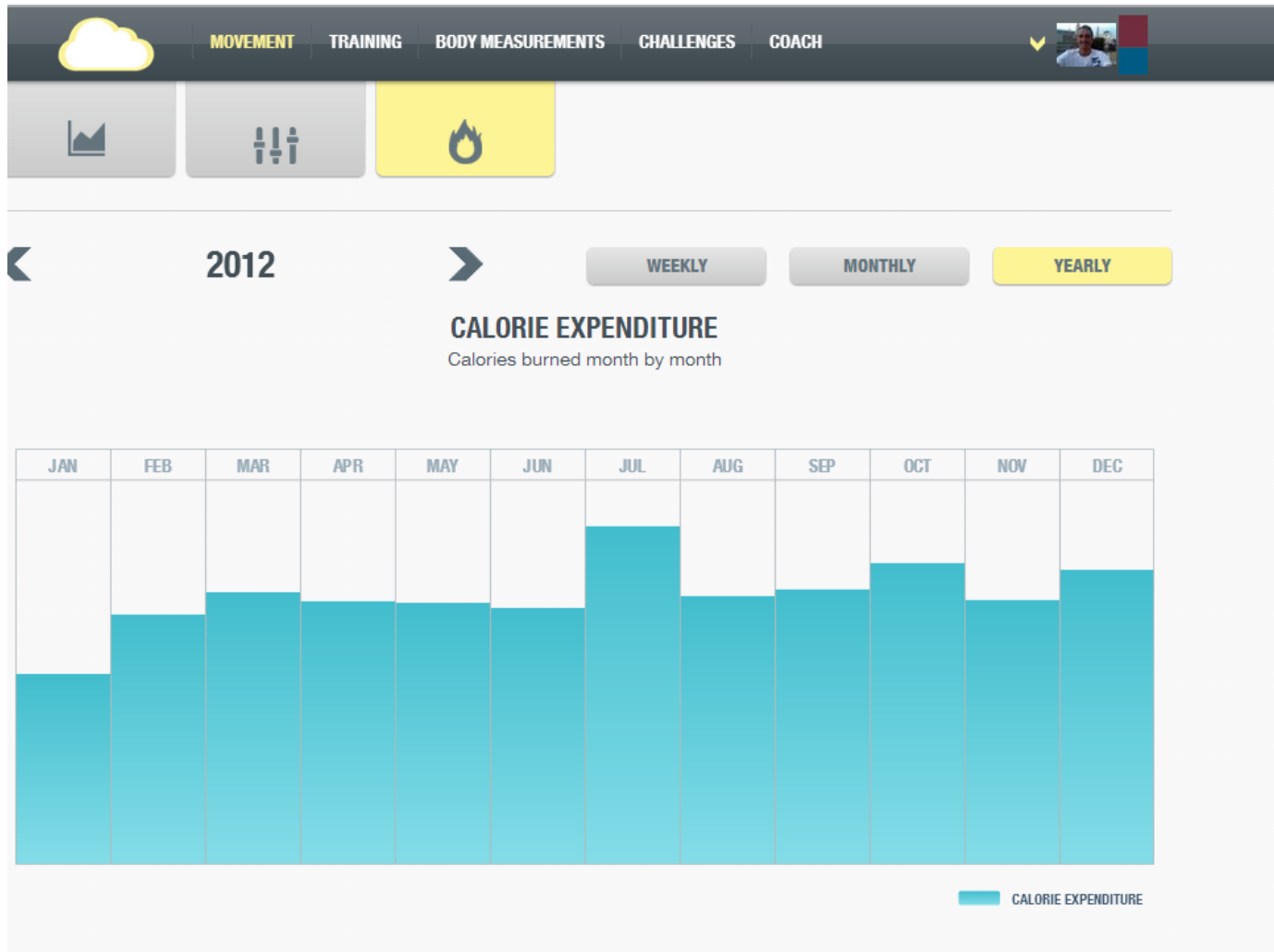
fitbug

MAGELLAN

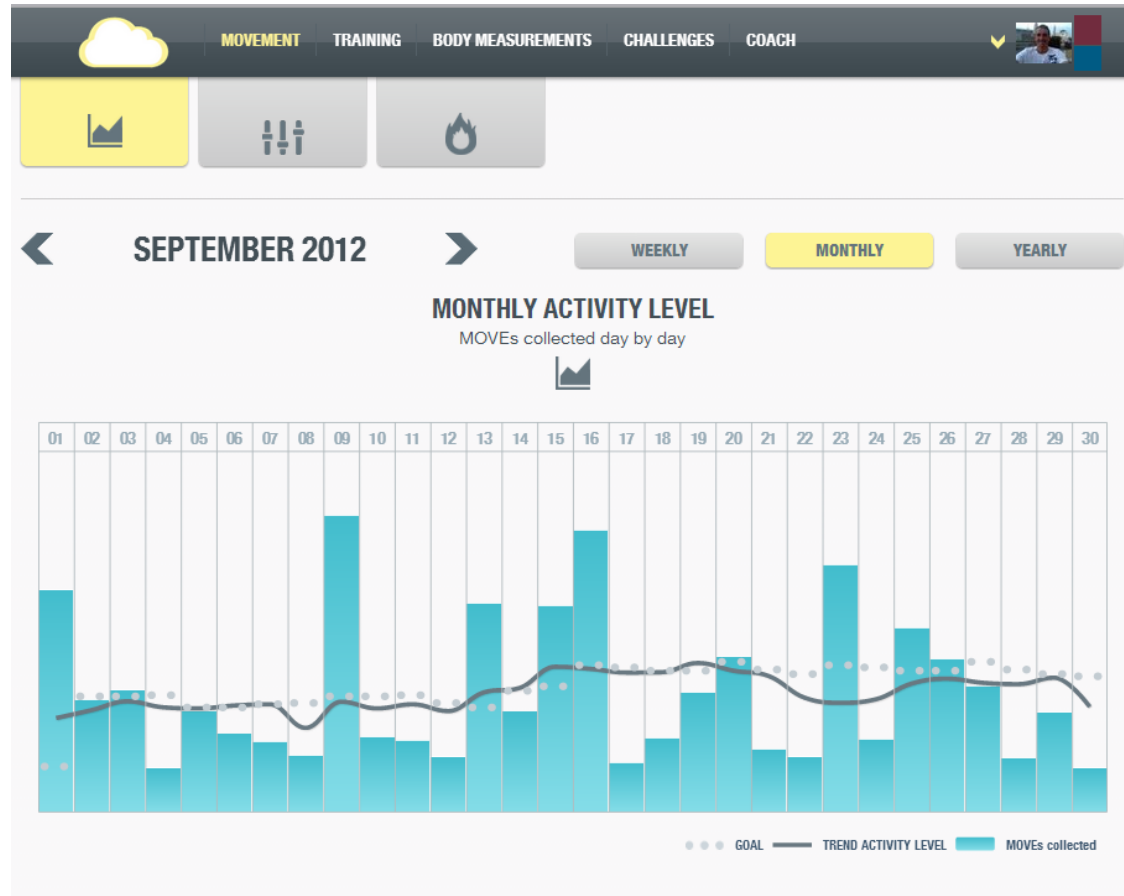
TIMEX



Outcomes



Outcomes



[Login to Professional App](#)

[Download mywellness link](#) | [Conditions](#) | [Privacy](#)



Social Initiatives

