

Hybrid Offering

Brief description	FitLinxx is a computerized system for fitness centres that is directly attached to existing fitness equipment. FitLinxx saves users' workout programs and provides interactive coaching on exercises, thus adding an intelligent dimension to the workout experience.
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Hybrid offering's industry	Preventive healthcare
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Company details

FitLinxx www.fitlinxx.com	FitLinxx, Inc., corporation is a manufacturer of intelligent devices enhancing fitness equipment. Founded in 1993, the company is headquartered in Norwalk, Connecticut, with regional offices throughout the United States and European headquarters in the United Kingdom. The FitLinxx system is installed in over 500 facilities in the U.S. and Europe and is used by over one million exercisers.
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Company's industry	Sports electronics
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Country of origin	USA
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Dimensions

Product dimension	FitLinxx appears as a small device attached to fitness equipment with an easy to read touch-screen display. For cardiovascular equipment, each machine's existing console is simply networked to FitLinxx. FitLinxx coaches users e.g. on speed, form, heart rate, and tracks the workout session.
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Service dimension	The FitLinxx kiosk (installed in the fitness centre) allows users to track progress through graphs and reports, get rewarded for progress with incentives (e.g. 'FitPoints'), enter non-machine activities such as jogging, swimming, and fitness classes, and read messages from the fitness centre staff. A website allows users to check progress, enter workout results, and read related articles, ensuring they stay committed to exercise even when travelling or exercising off-site.
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Other links	
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Other Crucial Dimensions

Hybrid orientation	Product oriented
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Community as service	No
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Target market	B2B
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Revenue model	Initial investment + Yearly subscription
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Images

Product dimension



Service Dimension

