

Life Fitness Elevation Series Cardio



Hybrid Offering	
Brief description	Life Fitness Elevation Series Cardio combines cardio fitness equipment with a number of added-value services including virtual training software to plan and analyse workouts.
Hybrid offering's industry	Fitness equipment
Company details	
Life Fitness www.lifefitness.com	Life Fitness is a global producer of fitness equipment serving a variety of markets including athletics, military/government, student recreation, and health clubs. Founded more than 35 years ago, the company employs more than 1,700 people at 12 international subsidiaries and manufacturing facilities, and has more than 180 distributors in more than 120 countries. The company is a division of Brunswick Corporation and is based in Schiller Park, Illinois.
Company's industry	Fitness equipment
Country of origin	USA
Dimensions	
Product dimension	Elevation Series cardio equipment includes treadmills and elliptical cross-trainers.
Service dimension	Integrated consoles and attachable TVs give users access to their favorite TV programming, iPod music and video, a virtual trainer and the ability to create workouts and track results. On the virtual trainer website, progress can be analysed and new workouts planned.
Other links	http://www.virtualtrainer.lifefitness.com http://us.commercial.lifefitness.com/content.cfm/elevationseries http://us.commercial.lifefitness.com/content.cfm/financing
Other Crucial Dimensions	
Community as service	No
Target market	B2B
Revenue model	One-time payment or credit or leasing

Images

Product dimension



Service Dimension

