

Revolutionary All-In-One Digital Retrofit & Real-Time Monitoring System for Fitness Equipment

By Justin Floyd

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A2D Fitness Systems Inc. has developed a revolutionary all-in-one retrofit system called "FlexTech®", a low-cost high-tech digital workout trainer and real-time monitoring system.

This revolutionary technology propels existing strength equipment designs into a new high-tech era satisfying the needs of today's even most fitness-savvy users. A2D Fitness has partnered with JCF Consulting, Inc. to secure \$ 1,500,000 in angel and venture capital funds to finance its continued expansion and client acquisition efforts.

Stimulated by demands from hotels, corporations, schools, universities, fitness clubs, health centers, golf courses, and cruise ships, the worldwide market for fitness equipment is expected to surpass \$44.0 billion by 2010, according to a recent market study by Global Industry Analysts, Inc (or "GIA"). Club models ranging from national fitness-only multi-chains to niche-specific franchises have achieved and maintained healthy bottom lines regardless of the surrounding economy. Cash-strapped consumers continue attending clubs, participating in club activities, and investing in non-dues programs, indicating the important role of exercise to the North American public.

FlexTech is a digital monitoring system and personal workout trainer; monitoring and recording every last detail of the user's workout, leaving the user free to concentrate on maximizing the performance of their exercise and reducing the chance of injury due to an incorrect form. FlexTech's innovative design works with existing fitness and circuit training equipment, giving even the oldest equipment new and exciting high-tech functionality.

The FlexTech system has three primary components. First, as many as eight precision sensors that attach to the fitness machine. Second, a cutting-edge computerized full color touch-screen display that tracks range of motion, speed, total sets, reps to complete, sets and reps completed so far, and even indicates if the user is favoring one side of their body over the other. As all information is displayed in real-time, this allows the user to respond immediately to visual cues and make corrections to his/her form, while the exercise is still being performed. The www.myflectech.com web site portal is where the user can setup complete exercise routines including exercises, number of sets and repetitions, and weight to use. Additionally, this is where the user can review previously completed workout statistics using the available reporting and analysis tools.

A2D Fitness was formed by a team of seasoned professionals with significant software development and management experience. Team members have worked around the globe to deliver exceptional innovations in the software and information technology development arena.

For more information, please contact Justin Floyd, Chief Financial Officer, A2D Fitness Systems, Inc. at justin@jcfconsulting.com.

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JCF Consulting Inc. is a management consulting firm and JCF Capital Advisors, LLC is a capital advisory group with a vast network of angel capital, family office, venture capital, private equity, and institutional investors. Our investor network reach extends to over 950 angel capital groups, 20,000 angel investors, 750 family offices with \$150B of assets under management, and over 4,300 venture capital and private equity firms.

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