

# CROSSFIT

## PROFORM



### MyZone is here at last!

ProFormers, we are thrilled to announce the launch of a whole new dimension to your training! MyZone is all about Making your Movement Measurable!

#### What is MyZone?

**MYZONE** is a group heart rate tracking wearable device that provides you, as a member, with feedback based on your heart rate zones and effort. It also feeds the information back to Coach Sean so he can accurately track your performance and progress.

MYZONE has been clinically tested to be 99.4% accurate to an EKG machine. The zones of intensity automatically calibrate to the users unique maximum heart rate. As opposed to wrist based heart rate devices, MYZONE maintains its accuracy during all forms of exercise, high impact and high intensity included.

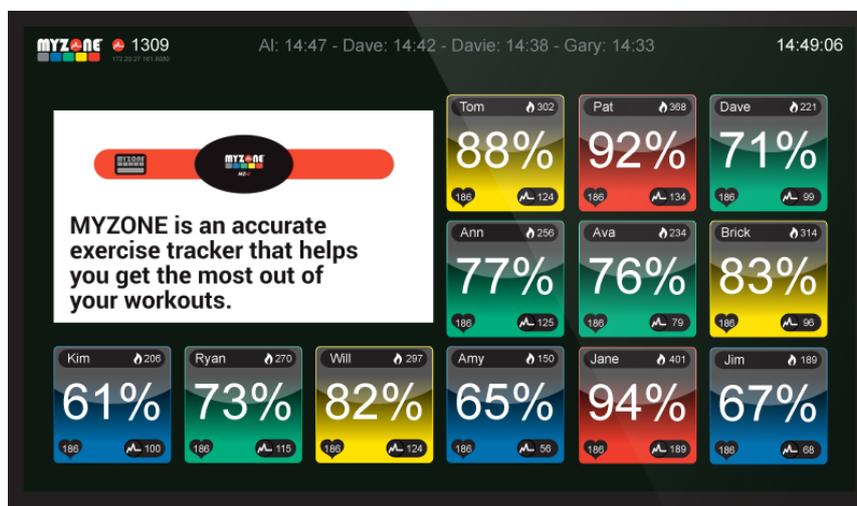
When you have held your heart rate as a certain level for over 10 seconds, it automatically adjusts that level to be your new max heart rate.

#### How does it work?

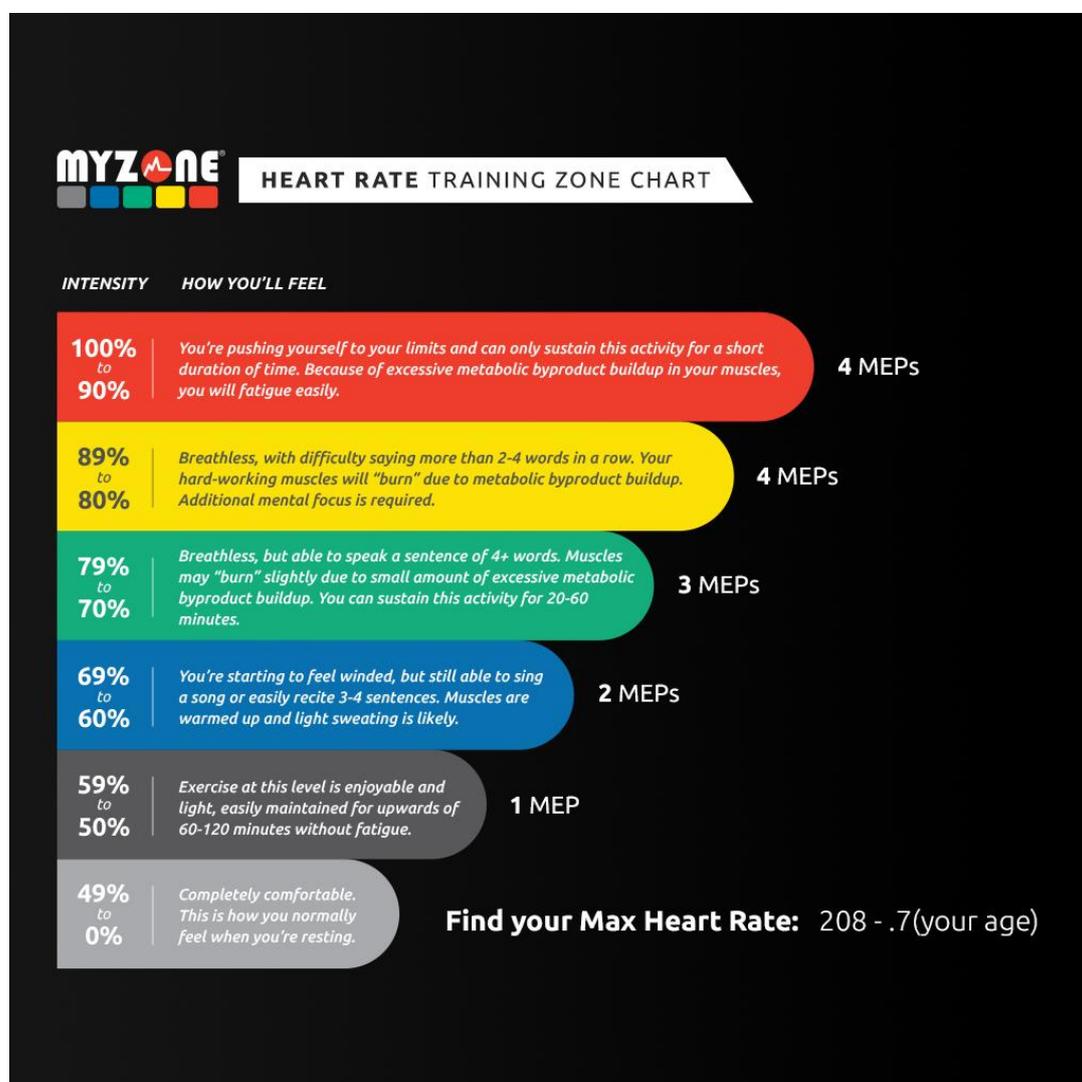
A TV has already been installed in the main studio, underneath the timer. As a member, you buy a band (like a heart rate monitor) and, when you wear it, it automatically picks you up on the screen when you arrive for class.

The coach leading the class, as well as the athletes taking part in the class, are then able to monitor their heart rates and be aware of what 'zone' they are training in during the workout.

Members of the class can also compete against each other in class and help to motivate each other to stay in their specific zones for longer.



Coach Sean already designs our specific workouts according to the different zones. With the MyZone system, the coach can now monitor the athletes in the class and make sure they are training in the correct zone for the correct amount of time...as per the specific workout requirements.

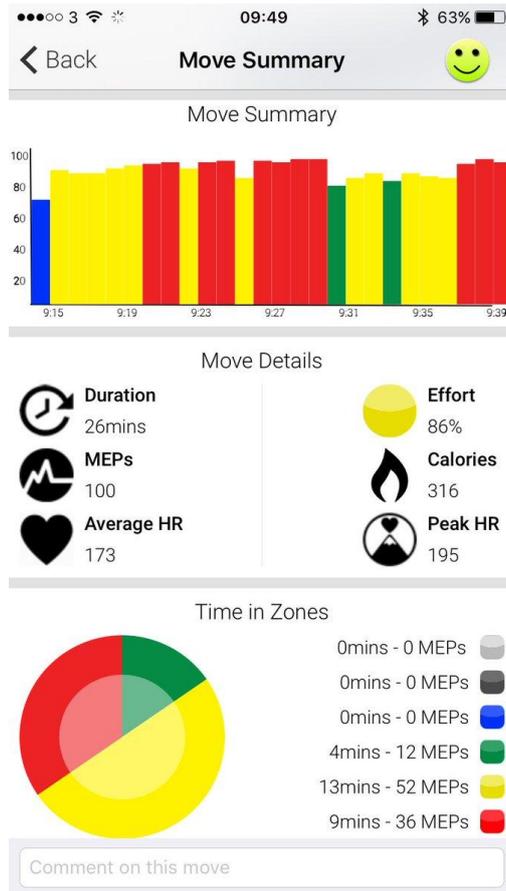


It all works with the MyZone app that you download for free onto your phone.

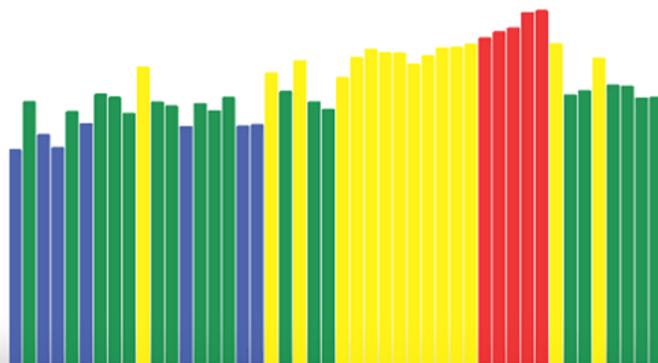
After training, you open up the app on your phone (while still wearing your belt) and all the info from your workout is transferred to the app – as well as being emailed to you. You also receive an end-of-month summary email.

The belt has a 16 hour memory (if you are out of range and not able to carry your cell phone with you eg. cycling or trail running) and only needs to be charged every 6 months, pending usage rate.

Below are some examples of the type of information you will receive after your workout:



Latest Move

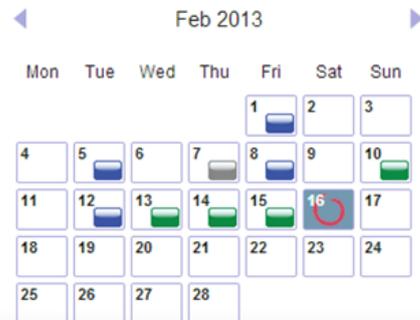


**Free Training** edit  
 Fri 15 February 2013  
 11:57 To 12:42

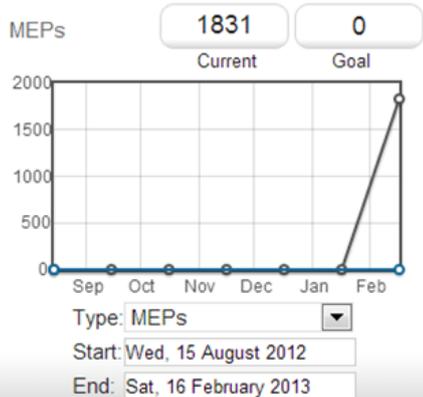
Share Tweet

**MEPs** 145  
 Duration: 00:44  
 Average Effort: 79%  
 Calories: 619

Calendar



Personal Goals



Active Competitions

Tim	2714
Aruba	2542
NRP	2165
dster	1777
Julie	1756
RJC	1674
JAB	1657
KARA	1410
RacRef	1369
Muffy	1363
<b>JoeyC</b>	<b>1242</b>
KHill	1059
CSom	080

Personal Heart Zones



Coach Sean will also receive all the info from every member's workouts – so he can keep tabs on our progress as an entire gym.

It will also give him insight into individual athlete's performances....so if someone comes to him and expresses concern that they aren't getting the results they expected, he can check out their stats and possibly point out for eg. that their max effort is too low or that they need to spend more time in the red zone etc.

He can also keep an eye on the performance of certain classes – whereby he can feed info to the coach for eg. that the coach needs to motivate or encourage the athletes more as the max effort of the entire class was poor etc.

### Challenges!

Athletes are also awarded MEP's (Max Effort Points) according to their progress.

Coach Sean can set monthly or weekly targets and challenge the members to achieve these for eg. the highest MEP's for July gets a prize. Or whoever burns the most calories etc...

The app allows you to link up and be 'friends' with other members/people you know, who are also using MyZone. You can chat online, 'like' each other's efforts...even set each other challenges!

*We are launching our **12 Week Summer Shred Weight Loss Challenge** in August – and we intend to use the MyZone as a great accessory device to help you monitor your calories burned, increase your effort in class and to motivate each other to stay on track!*



The image shows a screenshot of a MyZone challenge interface. At the top, there's a header with columns: 'Type of Challenge', 'Time/Units', 'Zone to Achieve', and 'Progress'. Below this, a challenge is displayed with a target of 9001 MEPs. A table below shows the current leaderboard for this challenge.

Position	Nickname	Time/Units
1	Animal	439
2	Travis	437
3	Dizzle	428
4	KillaK	335
5	Kat	271
6	Becca	140
7	D Dubs	88

Overlaid on the bottom of the screenshot is the text: "I have to get HOW many MEPs???"

### Can I only use MyZone at CrossFit?

The belt doesn't exclusively work in our gym – athletes can use it when they are at Virgin or even running or cycling. It will still transmit the data from your workout to your app.

It also links to any Bluetooth machine eg. treadmill, assault bike, step machine etc.

And Coach Sean will still receive ALL the info and stats from ALL your training efforts!

### What about my Discovery Vitality Points?

At the moment, MyZone, is not recognised by Discovery. But they are actively working on it and are in the process of getting the device tested and approved

For now, in order to get your Vitality points, you can download the free Polar, Garmin or any other Bluetooth fitness app/device app.

Make sure this app is linked to your Discovery Vitality (you can do this online or on your Discovery app).

When transmitting your WOD results after training, you will just need to open both the MyZone and (for eg.) Polar app at the same time. The Polar app also picks up the info from MyZone and sends it to Discovery to get your points.

### What does it cost and how do I get one?

The cost of the belt is usually R 2000 inc VAT ....HOWEVER, we will be running an opening special for **R 1800 inc VAT** per belt!

You can order your belt from Kerry – Your belt will then be delivered to the box within 24 hours of your order.

You can send you order, along with your proof of payment to [kerry@crossfitproform.co.za](mailto:kerry@crossfitproform.co.za):

#### **Banking Details:**

CrossFit Proform

Absa Cheque Account

Account Number: 4079 4408 61

Branch: Fourways

Please use your name as reference.

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**We are super excited to be adding yet another dimension to ensure ProForm is the best CrossFit box and training facility in Jo'burg ... and hopefully this will help to motivate you even further to achieving your fitness goals!**

**effort  
is a choice**

