



July 2005 Export Newsletter

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Special points of interest:

- Japan—Tradeshow and Country Information
- Selecting Cardio Equipment Article
- RST Changes: A MUST READ
- Larry Born meet Larry Frasier

INTRODUCING: Mr. Randy Yost, SCIFIT's NEW Vice President of Operations

Please join us in welcoming the newest member of the SCIFIT Team, Randy Yost. Randy takes on the role of Vice President of Operations for SCIFIT and brings many years of operations experience from the fitness industry. He spent 12 years with Stairmaster/Nautilus beginning as Director of Materials Management and leaving as the General Plant Manager. He holds a Bachelor of Science in Management, as well as, an Associates in Industrial Engineering. With Randy's experience he knows what it takes to not only meet, but exceed customer expectations with quality and service of product. He understands what it means to be able to produce products in a rea-

sonable time frame so lead times are in a consistent manner for customers. You will notice improvements with the SCIFIT products begin to happen and we can all thank Randy and his team for that. Randy will prove to be an asset to the SCIFIT team.



Randy Yost
Vice President of Operations

SCIFIT is named Small Business Exporter of the Year for 2005

In April SCIFIT was named the regional Small Business Exporter of the Year for 2005. The region consisted of the States: Arkansas, Louisiana, Missouri, Oklahoma, and Texas. We are proud to accept this award but extend a THANK YOU to all of our Export Partners because without you this would not have been possible.

To be eligible for the award SCIFIT had to demonstrate it's increased sales and profits due to exporting; their creative overseas marketing; and show effective solutions to export-related problems.

FIBO 2005 Recap

This year FIBO was held in May and was a great show for us. We had our Export Partner, E.XF Fitness Equipment, from England share some of our booth space. This helped draw more visitors to our booth because of their free weights and other exercise accessories that they carry. It also helped to have them there because of our IFI (the PRO Series) units that we displayed at the show. It was also encouraging that they have started to put our recumbent bikes and recumbent steppers through the process to continue to help increase sales in England and other countries that adopt the IFI criteria.

We had visitors from Egypt, Greece, Germany, Portugal, Ireland, India, Turkey, Spain, France, and Israel. We had a nice time visiting with everyone and enjoyed some great dinners and of course the wonderful German beer!

Our European Sales Manager, Sören Heiying had a great turn out of German & Swiss customers and dealers too. Interestingly enough, most of his customers like the IFI units because of the different colors, they tend to brighten the units up a bit, needless to say he sold the PRO Series right off of the tradeshow floor! Great job!



One of SCIFIT's Export Partner dinners in Esen, Germany.

The place that should be your home away from home : Japan

It's always nice to come back home after you have been traveling. But what is even better when you are traveling is visiting a place you could call home. That is exactly what Japan feels like—home. So maybe you don't speak the language, that doesn't mean you can't enjoy the relaxing nature of the Japanese culture and of course the food that comes along with it. And no, I am not just talking about Sushi, I am talking about the Tempura, the Skewer restaurants, the cold noodles with warm broth on

a hot day and tempura vegetables to go with it. Not only is the food wonderful but the scenery of the green mountains and ocean are enough to make you feel welcome. But the temples are the places you can't miss if you are visiting. To be able to sit in the garden surrounded by eucalyptus, irises, and hydrangeas is serene. My advice, if you have the opportunity to visit this beautiful country take it and enjoy! But don't let the earthquakes scare you that bad.

"Japan is a place to call home. The people, the food, and the environment draw you in"

Health & Fitness Japan

HFJ was last month in Tokyo, Japan and our Export Partner, Mizuno Corporation, had a fantastic booth that featured 6 SCIFIT units, the "Tornado 6 Super Circuit", and their line of Well-Round Hydraulics. Mizuno has a staff of 9 sales representatives, 5 that are based out of the Osaka office and 4 that are based out of the Tokyo office. The staff's years of experience in sales ranges from

over 20 years to 7 months, the more experienced sales representatives help the newer staff with their sales through an on-going training program. Also, all sales team members have experience in sports from one realm or another. Examples include: football, swimming, baseball, gymnastics, rugby, etc...



Mizuno Sales Team



Australia Tradeshows: CONFIT & FILEX

Our Partner in Australia did two trade-shows back to back in April. The first was CONFIT which is primarily a commercial fitness only show, the attendance at the show was not as large as FILEX but because Maxim Fitness/APT Sports-Medical has been manufacturing strength equipment for many years their booth was busy the entire show with existing and new clients.

Maxim had a large booth at FILEX

and came away with the most leads they ever had at the show with many already closed deals!

An Asian Experience: Hong Kong, South Korea, and Thailand

Bo just returned a few days ago from visiting Hong Kong, South Korea, and Thailand. He did not realize how large the potential was for SCIFIT in those markets. While in Bangkok, Thailand he met with David Lloyd and Joe Lewis. David and Joe have been in the fitness industry for more than 27 years and are excited about the Fit-Key™ and Fit-Quik™ concepts for their new chain centers that they plan to open in Thailand, Singapore, Indonesia, Philippines, and Malaysia.

In Hong Kong, Bo had the opportunity to visit with our partner Pro-Med Technology, Terence Yu (owner and founder). He also had the chance to spend some time with Gary Ho, Sales Manager. Gary was kind enough to take Bo to several large hospital physical therapy departments that use SCI-

FIT. The next step for Pro-Med will be to introduce the Fit-Key system for documentation purposes and help track patients progress during rehabilitation.

The last stop on Bo's Asian tour was in Seoul, South Korea to Mr. Kang Up Lee, owner of APSUN, Inc. Interesting enough, APSUN is the second Export Partner that SCIFIT had. Mr. Lee had just sold a Fit-Key system to one of his existing clients and Bo was able to help him and Choi (sales representative) with the in-service demonstration. APSUN's client said that the software and programs were the most flexible he had have seen. The hospital has 200 people a day through the rehabilitation facility and said that this software would allow him to handle more patients at the same time.

"All of Asia is a great market for SCIFIT, not just in the fitness market but the medical market too"



Selecting Cardio Fitness Equipment

There are several key features to look for when choosing fitness equipment for the senior market. Most features are simple ergonomic design improvements based on fitting the human body.

Step-through access: Step-through design has become increasingly popular as it allows for easy and safe entry for all users. Getting on and off the equipment is quick and easy with no need to lift a leg up and over a center console. Market surveys have shown that seniors do not like to straddle products. What might seem like the effortless motion of getting on and off a typical recumbent bike by lifting a leg up and over is nearly impossible for those with limited flexibility. **Comfortable seating:** Too many companies design their products for the youthful fitness member. While the overall esthetics of these products can be very pleasing, the market they fit is relatively narrow. Soft and comfortable seats, with ample size to accommodate users of all sizes, makes for a more versatile and senior-friendly product. A low center of gravity assures users with balance challenges that they will be safe and comfortable. Whenever possible, combine comfortable seating with easy access to maximize your market coverage. **Low starting resistance:** Equipment for seniors should have no minimum RPM (Revolutions Per Minute) required to start exercising and be able to maintain computer function at extremely low work levels. The resistance should be adjustable in one-tenth increments which means even the slightest progress can be recognized and recorded. Industry consultants have noted that many brands of commercial exercise equipment have excessive starting resistances; therefore limiting many users from enjoying their benefits. **Minimal starting speeds on treadmills:** Slow starting speeds combined with powerful drive systems allow seniors to start while standing on the walking surface. This is much preferred to straddling the belt, which is required by most treadmills. Straddling is difficult and uncomfortable for most seniors. A starting speed of one-tenth to three-tenths MPH (Miles Per Hour) is desirable for the senior market as well as speed change increments of one-tenth MPH to insure safe ramp-up and safe ramp-down of speeds. Sturdy handrails and low belt-to-floor measurements are also desirable features of a senior-friendly treadmill. **User-friendly control panel:** The control panel should be easy to read, easy to understand and not intimidating. Control panels should feature easy to understand prompting and large, well-labeled buttons. Asymmetrical placement of the buttons makes them easier to find. The controls should be as intuitive as possible, for example: the color red for "Stop," the color green for "Go," an "Up Arrow" to increase resistance, a "Down Arrow" to decrease, etc. One-button entry for a quick start is a must as this reduces confusion caused by complicated programs. It is also helpful if all of the equipment has the same control panel. That way, when members learn how to use one, then they can use them all. **Bi-directional resistance:** Bi-directional resistance allows the user to exercise reciprocal muscle groups, creating a muscle balance ratio, which increases performance while reducing the risk of injury. Bi-directional resistance is also ideal for combating fatigue and for adding variety and balance to a workout program. Some people, especially seniors and de-conditioned users, start to fatigue before they are finished with their workout, or desired duration, on a piece of equipment. Bi-directional resistance allows exercisers to change directions, and to give one muscle group a rest while working another muscle group, all without interrupting their workout. A longer workout with reduced muscle fatigue results in increased calorie expenditure and improved cardiovascular conditioning.

Wall pack transformers with PRO Series

We are now shipping all PRO's with a wall pack transformer. This is an option for other rotary products (part # P3115, your cost is \$35 USD, retail is \$50 USD) but is standard with all PRO orders going forward. What is the wall pack transformer? It will allow your clients to keep the product plugged in and computer console on at all times. These are not a requirement for the PRO Series, just an option. The medical market utilizes these more than any other market.

You will notice with the shipment a white box strapped to the seat of the PRO. In it you will find 4 plug configurations (you can pick for your outlets and discard the others) and the power supply. These will work in 110v and 220v.

Please let us know if you have any questions.



RST7000 Update: NEW MULTI-POSITION HANDLES, CONTACT HEART RATE

The RST7000 has been a hit worldwide. In August we will begin to ship the RST7000 with the NEW Multi-Position Handrail (photo to the right). The length of the handle will not change and the spacing between the front and back handle is six inches. In making this positive change, the contact heart on the grips will no longer be on the RST7000. If a client wishes to check their heart rate they will need to wear a Polar Chest Strap. In doing so,

this helps eliminate any unnecessary service work in the field. Once these units start shipping we will send an email and let everyone know. If you have any questions in the meantime, please let us know.



The new RST Multi Position Handle

RST7000 Update: FOOT STRAP FOR FOOT BEDS

Also exciting news for the RST7000 is the redesign of the foot bed because of so many requests for foot straps. The RST7000's with the new foot bed should start shipping from SCIFIT in late

August or early September. The foot straps will be an option for the RST and once the part number and price are determined we will let you know

Remaining Tradeshows for SCIFIT in 2005

Fitness Brasil, São Paulo, Brasil/8-10 September, 2005

LIW, Birmingham, UK/20-22 September, 2005

AACVPR, Milwaukee, WI, USA/20-23 October, 2005

Club Industry, Chicago, IL, USA/3-5 November, 2005

Medica, Düsseldorf, Germany/16-19 November, 2005

Athletic Business, Orlando, FL, USA/1-3 December, 2005



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SCIFIT Service Bulletin: New Style Hubs for PRO Series

This week SCIFIT is introducing a new style hub on the PRO series. The hub is the piece that the adjustable cranks slide through and the fixed cranks are bolted to. The new hub will utilize a set screw to secure the hub to the spindle (the old style hub used a cotter (wedge) pin).

Please email or call Del Ratzlaff with any questions.



Larry Frasier & Larry Born at American Heart Association's Heart Walk

In April SCIFIT employees (and their pets) participated in the American Heart Associations (AHA) annual heart walk. The heart walk is an annual fund raiser for the AHA that holds 600 events throughout the country. The main goal of the heart walk is not only fundraising for heart disease and stroke, but to promote physical activity and heart-healthy living. Not only for people but animals too!

HAVE A HEART!

The Tulsa, Oklahoma area raised a total of \$207,167.00 for the American Heart Association.