

A man is shown from the chest up, performing a pull-up on a gym machine. He is looking upwards with a focused expression. The background is a bright, slightly blurred outdoor scene. The entire image is covered with a semi-transparent blue overlay. The text 'OMNIGYM SMART' is centered in the lower half of the image in a white, bold, sans-serif font.

**OMNIGYM** SMART



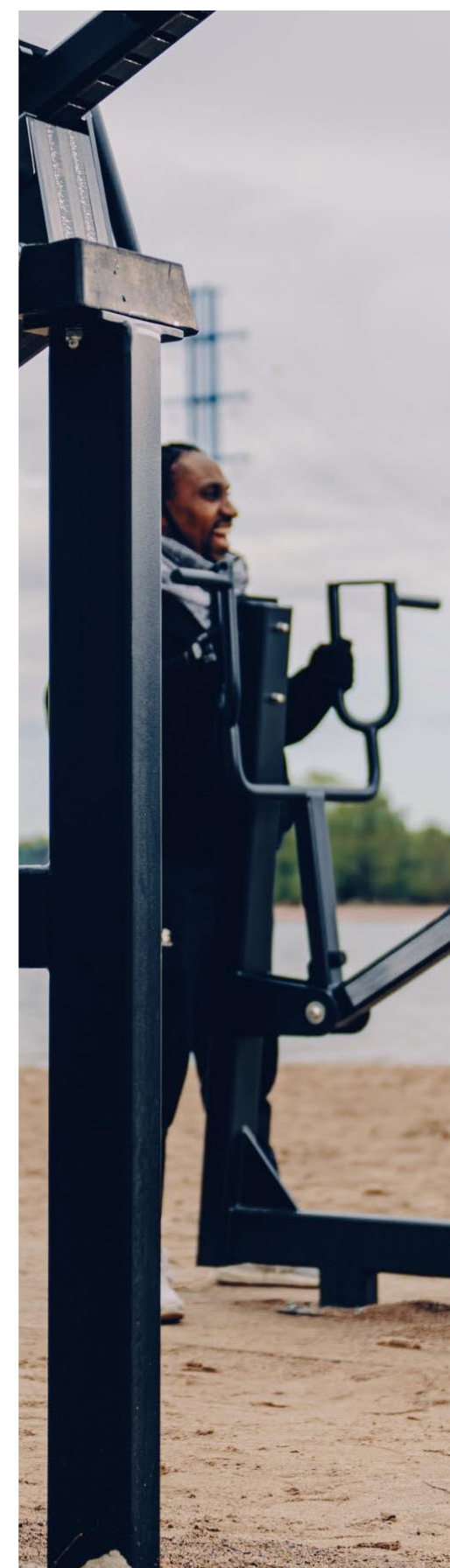
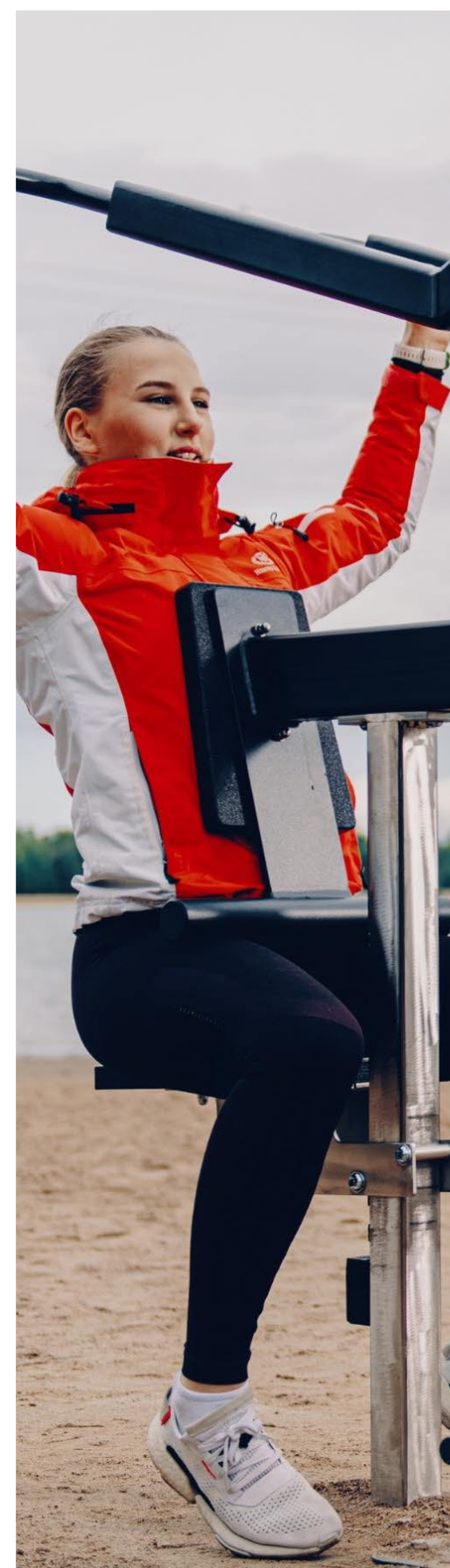
A woman in a red and white jacket is using an outdoor gym machine on a sandy beach. The machine is dark blue and has a seat. In the background, another person is using a similar machine. The sky is blue with some clouds, and there are trees in the distance.

ACCORDING TO OUR RESEARCH

# HIGH UTILIZATION RATE IS THE KEY INDICATOR OF A SUCCESSFUL INVESTMENT.

Accurate measuring of the users and usage has been difficult due to lack of tools. Omnigym SMART was developed to meet these needs.





WHAT IF YOU  
COULD FOLLOW  
YOUR OUTDOOR  
GYM'S USER  
RATE?

OMNIGYM

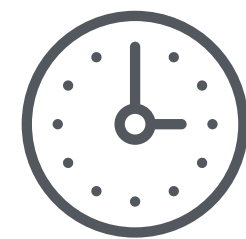


# WHAT DOES OMNIGYM SMART MEASURE?



## NUMBER OF USERS

- Hourly, daily, weekly, etc.
- Peak hours



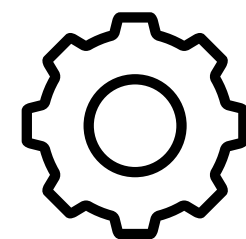
## ACTIVE USAGE TIME

Time that each equipment has been in active use.



## TRAINING HABITS

Number of sets and reps and comparisons with previous points in time.



## EQUIPMENT

Which are the most popular equipment at the outdoor gym.





# SMART DATA INCREASES USER UNDERSTANDING

## 01

Continuous information of the outdoor gym based on SMART data. Data tells accurately for example of the equipment use, users, seasonal changes etc.

## 02

Helps to measure the return on **investment**: set goals for usage, measure and follow-up.

## 03

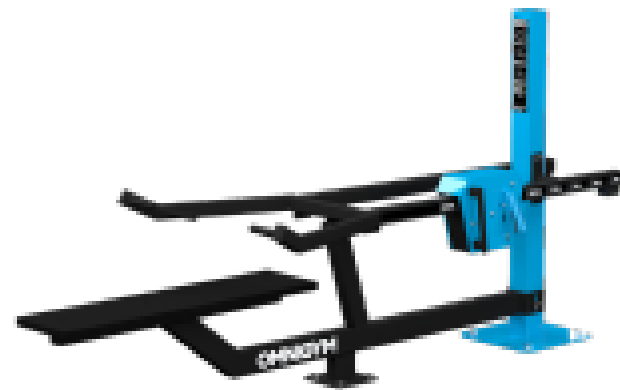
Provides **assistance for future investment decisions** and forecasts usage.  
Follow user behaviour changes after campaigns.

## 04

SMART data provides **assistance with outdoor gym's development**: right location, accurate amount of equipment and accurate amount of equipment.

## OVERVIEW: AUGUST 2022

Most popular



OG30 Bench Press

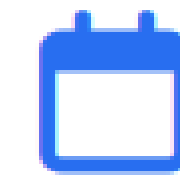
Most visits



146

Monday, 22. NA

Most popular day  
of week



Monday

Rush hour on  
weekday



5-6 PM

Rush hour on  
weekend



5-6 PM

Visits



-10%

compared to previous month

OMNIGYM SMART

# TECHNICAL DETAILS

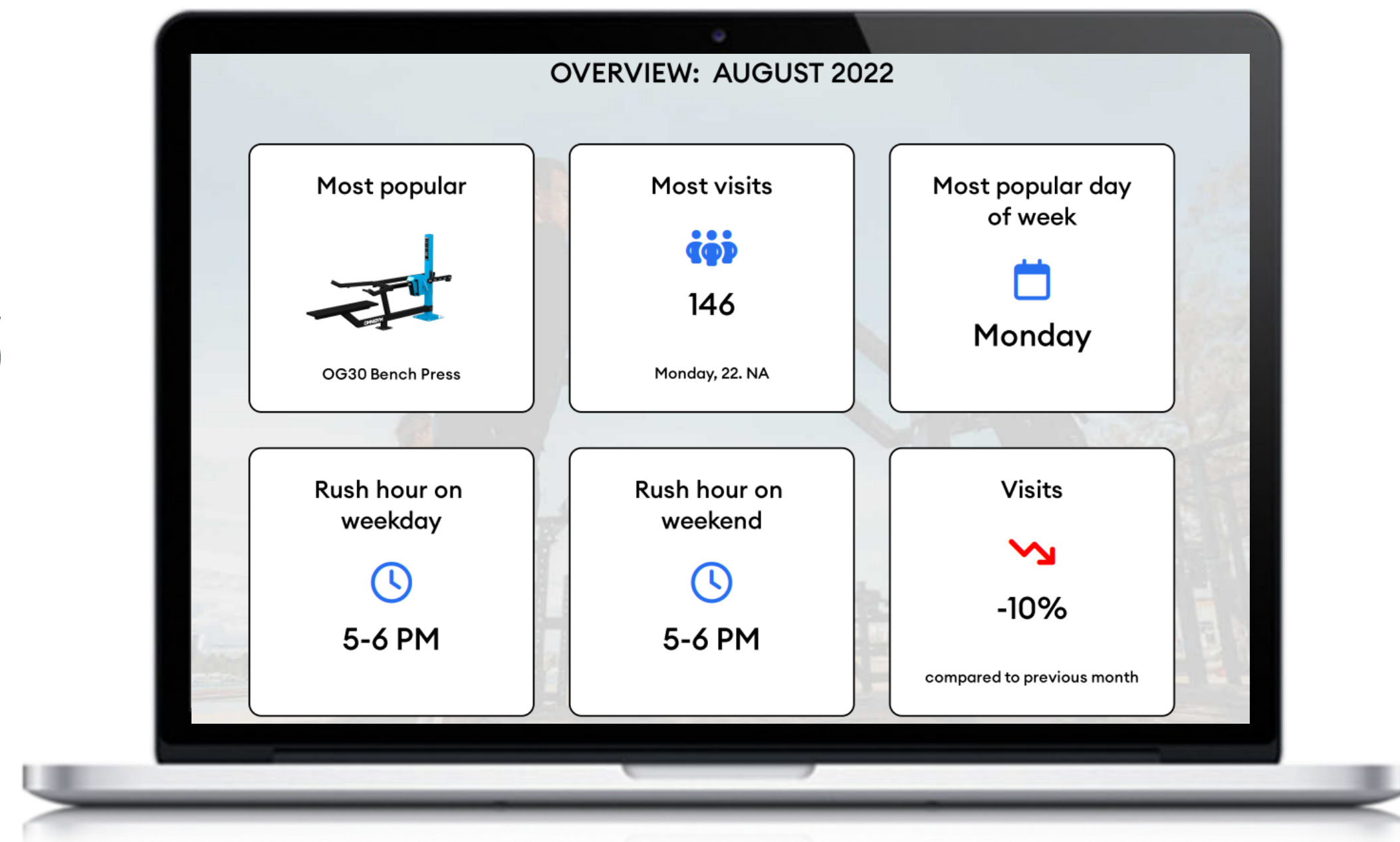
Energy-efficient IoT gateway transfers data from beacons to the Smart Tracker Service. The Gateway operates on the 4G cellular network and makes an always-on connection to the Service.

## TESTED AND DEVELOPED



Tracking device was originally developed with the city of Helsinki.

Since then, the system has been tested in various European locations.



## WEATHER SUSTAINABLE

The tracing sensors are designed to work in demanding weather conditions all year round.



## LOW POWER CONSUMPTION

Tracking devices work with batteries. Batteries are designed to function at least 12 months.

**OMNIGYM**

# WHAT DO WE OFFER

## USEFUL DATA



Usage data is collected with sensors installed to equipment with weight units. Sensors can be installed to existing or new equipment.

## ANALYZATION



Data is collected to a cloud service, where it's analyzed and reported to subscriber.



## REPORTS

Regularly delivered, easily readable report displays location's user and usage rates.



## INFORMATION SECURITY

Locations don't have cameras and Omnigym SMART does not collect data of individuals. Data is collected only from the equipment.



An aerial photograph of a park featuring a large lake in the background, a sandy beach area, a colorful children's playground on the left, and an outdoor gym with various exercise stations in the foreground. The gym is enclosed by a fence and has a green artificial turf surface. The text "OMNIGYM SMART" is overlaid in the center in a large, white, sans-serif font.

# OMNIGYM<sup>SMART</sup>