

FREE PARK RUN CHIP SYSTEM FOR
EVERYONE!

WORKOUT



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WE ARE COUNTING ON A HEALTHY LIFESTYLE!

MISSION STATEMENT

- ▶ Encourage individuals to exercise on a routine basis using a tracking system that motivates and rewards an active and healthy lifestyle.
- ▶ So low cost everyone that wants one gets one free.
- ▶ Compatible with devices such as Fitbit, GPS and Phones.
- ▶ Orbiter has no batteries and it's heart rate monitor is accurate.



ALL WEATHER AUTOMATED LAP COUNTING SYSTEM

- ▶ The Orbiter Lap Counter™ allows participants track personal performance and results accurately
- ▶ On-site display provides dramatic visuals for participants
- ▶ Results may also be integrated into the facility's existing web page, or accessed by phone

*Tag Reader + On-site
Electronic Results Display*



Tags



Tags are worn by participants and detected when passing a reader

Reader



Readers are placed along the route

ORBITER PROVIDES PARKS, SCHOOLS, CAMPUSES, CLUBS AND RESORTS THE OPPORTUNITY TO:

- ▶ Promote fitness to everyone.
- ▶ Attract repeat users by offering a rewards incentive program for participation.
- ▶ Generate income if desired through sponsorships or user fees.
- ▶ Create virtual races between participants.
- ▶ Show council members they are returning value to their community.

PEOPLE THAT USE THE ORBITER ENJOY:

- ▶ Works 100%. Unlike GPS no shadowing by trees;
- ▶ ; unlike cell phones no charges; no recharging necessary.
- ▶ Accurate lap counts
- ▶ Distance, time and participation statistics.
- ▶ Measures motivation using R(2) Analysis.
- ▶ Social Community
- ▶ Personal Results Web Pages
- ▶ Races for individuals, teams and clubs

HOW THE ORBITER WORKS.

- ▶ A participant receives a Free Radio Frequency tag.
- ▶ The Tag has a range of 30 ft.
- ▶ Maintained on the Internet.
- ▶ Many electronic wrist devices are over engineered, expensive, and have proven not to work accurately and reliably.
- ▶ Orbiter works 100% and is Free!

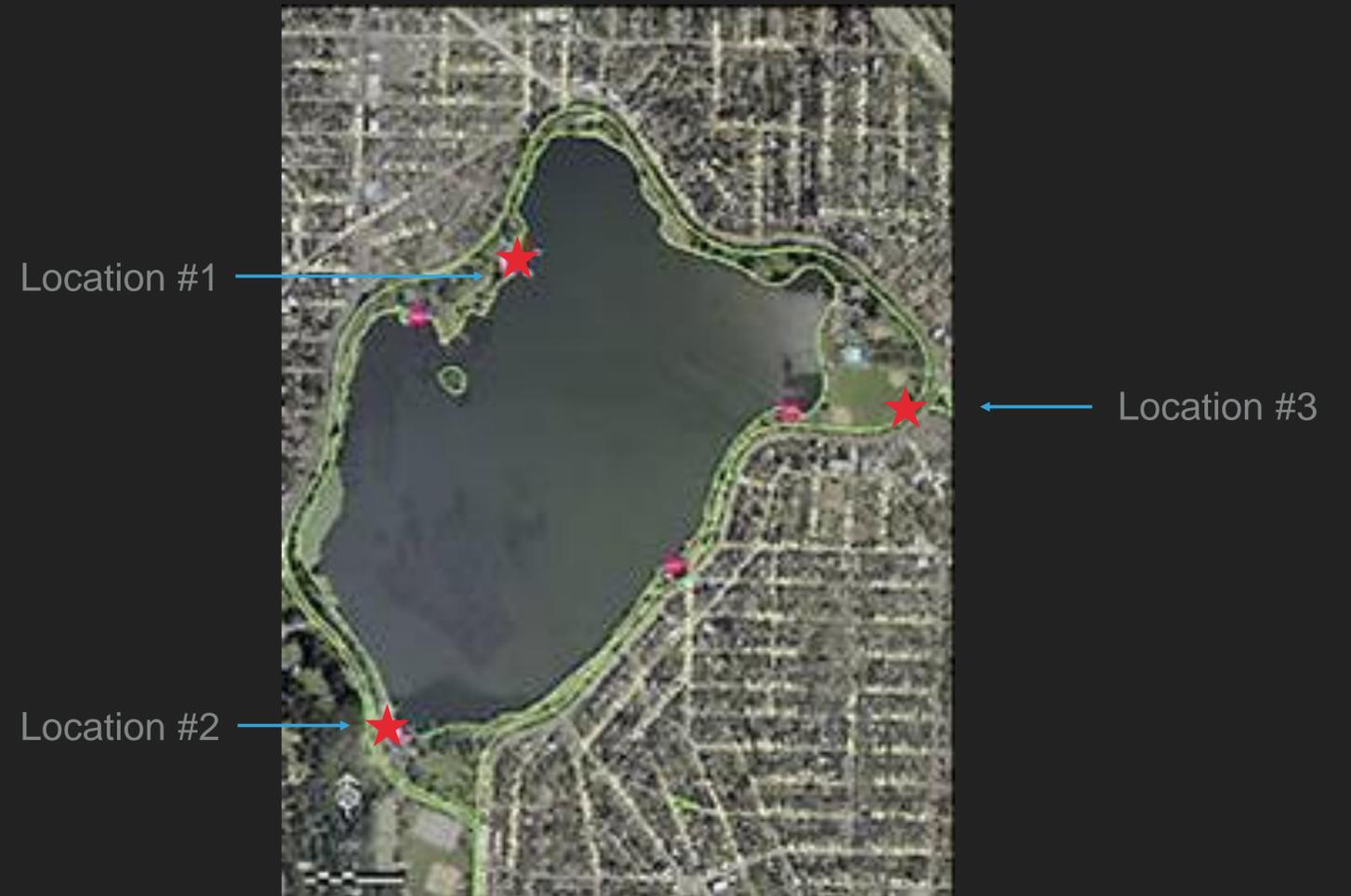


HOW SEATTLE, WA ORBITER WORKS

- ▶ Multiple RFID Readers can be placed anywhere you want to have the time or distance checked.



Display Reader



USERS CAN CHECK AND TRACK THEIR RESULTS ON THEIR PERSONAL WEB PAGE OR AT THE ON-SITE DISPLAY

- ▶ Work-out statistics are on the web. Rewards such as local event tickets or lattes may be given for usage, laps/miles or designed activities.

The screenshot shows the Orbiter Seattle website in a Windows Internet Explorer browser. The browser's address bar displays the URL <http://www.seattleorbiter.com/>. The website has a green header with the 'ORBITER SEATTLE' logo and 'Green Lake' text. A yellow member login box is on the right, containing fields for 'Username' and 'Password', a 'GO!' button, and a 'Remember me' checkbox. Below the header is a navigation bar with links for 'HOME', 'MEMBERSHIP', 'CONTACT', 'ABOUT', and 'REWARDS'. The main content area features a large image of two runners on a path, with the text 'Orbiter Green Lake' and a 'Join Orbiter for Free Now!' button. To the right of this image is a large white box with the text 'Run!'. Below the main image is a section titled 'What is ORBITER?' with a brief description of the system. At the bottom, there are four small images with captions: 'Orbiter RFID Tags', 'Getting Started', 'The Orbiter Lap Counter', and 'Get outside and get active!'. On the right side, there is a 'Green Lake Park' logo and a 'YI HEALTH FITNESS NEWS' section with several news items. The browser's taskbar at the bottom shows several open applications, including 'Personalized St...', 'ChampionCH...', 'Orbiter - Wind...', 'Document1 -', 'Microsoft Excel...', and 'Microsoft Pow...'. The system clock shows '11:02 AM'.

EASE OF INSTALLATION AND MAINTENANCE

- ▶ Installing the Orbiter is easy as the components only require 120v power or 12v battery operation and no trenching on Park paths.
- ▶ Data communication is made easy with Wi-Fi.
- ▶ Typical installation takes only 2 days
- ▶ On-going maintenance is minimal. Systems have worked trouble free for years.
- ▶ Internet connection allows Orbiter staff to remotely service the system anywhere in the world.
- ▶ Rugged display, all-weather use – used currently in 33 Countries.

ORBITER BENEFITS:

- ▶ Create social network encouraging a healthy lifestyle for everyone
- ▶ New park concession income. New park users including clubs, schools, etc.
- ▶ Can be used as a fund-raising tool
- ▶ The system is unattended and automated
- ▶ Low relative cost with big impact. Gain statistics on park use
- ▶ Cross marketing tool for other venues - zoos, aquariums, museums
- ▶ Display communicates news and information to all park users



REWARDING A CITY
WITH A HEALTHY

LIFESTYLE IS EASY WITH
ORBITER!