

FULLY INTEGRATED “CONNECTED FITNESS MACHINE” SOLUTIONS

Fact: While health and fitness apps are growing 87% faster than any other app category¹, most fitness machines still lack wireless communication technology and cannot share data with mobile devices.

The Situation

Star Trac, a global fitness equipment manufacturer and solutions provider, wanted to lead the “connected fitness machines” movement and offer wireless connectivity across their entire product line, allowing people to use their favorite smartphone apps to collect workout data in real-time.

The Solution

Using its expertise with Bluetooth and ANT+ wireless technology, mobile application platforms and high volume manufacturing, Wahoo Fitness designed a fully integrated solution for Star Trac. Known as Gym Connect, Wahoo’s solution combines a wireless connectivity module, embedded firmware that communicates directly with the fitness machine as well as a companion mobile application to allow users to collect, view and store their fitness machine workouts.

The Results

In less than eight months (faster than the standard 12-18 months) Wahoo developed the fully commercialized Gym Connect solution for Star Trac. The fitness equipment company now enters the market with a new system that gives users the freedom to easily send their workout data in real-time to their preferred health and fitness app.

¹ Flurry Insights

About Wahoo Fitness

Located in Atlanta, GA., Wahoo Fitness has created a full ecosystem of sensors and devices for the runner, cyclist or general fitness enthusiast. Wahoo Fitness’s award winning line of Bluetooth Smart products include the KICKR and KICKR SNAP indoor bike trainers, the RFLKT and RFLKT+ line of bike computers, the world’s first smartphone connected bike computers, and the new TICKR family of chest-based wearables. The TICKR family, composed of the TICKR, TICKR Run and TICKR X, combine heart rate training with advanced motion analytics. Learn more about Wahoo’s full line of products at www.wahoofitness.com.

“Wahoo’s fully integrated system will be a game changer for us. We are experts in fitness machine reliability and user interface, not wireless or mobile application development. For that, Wahoo has truly been the perfect partner for us. They have been on schedule, the system capabilities meet our needs and their innovative hardware and software features extend far beyond our expectations.”

Merrill Richmond
VP of Marketing Core Health
and Fitness at Star Trac

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