BODYGEE

advanced body analytics **motivating people** getting fitter & healthier

FIBO INNOVATION & TREND AWARD –
THE INTERNATIONAL AWARD OF THE
FITNESS, WELLNESS & HEALTH INDUSTRY

WINNER
2018

FIBO GLOBAL FITNESS   .DIFG
fit

BODYGEE

live across

EUROPE - MIDDLE EAST - AFRICA - ASIA - AUSTRALIA - LATIN AMERICA

BODYGEE

ONLY·ONE·IN·THE·MARKET

Personal 3D Avatar

photorealistic 3D avatars motivating members
in their journey of a healthy body transformation

Tony Howett
OWNER @F45 TRAINING MYANMAR

We knew that the **photorealistic image** within
the 3D tech was a **huge win for members'**
motivation and it has been. The Bodygee
'transformation template' is now even a stable part
of **our lead acquisition marketing**.

BEFORE | WT 69.8kg | 30.2% BODY FAT

IGHT
4.1kg

FAT
3.0%

AIST
9cm

HIP
1.1cm

Orbiter

MANUAL BODY SCANNER

Boxx

SELF-SERVICE SCANNING BOOTH

BODYGEE

Orbiter
MANUAL BODY SCANNER

- Personal Trainers
- Boutique Clubs
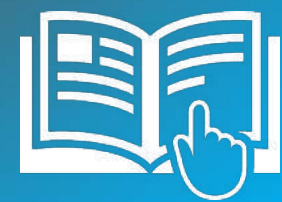- EMS Facilities
- Health & Beauty Clinics

- Turntable + iPad & 3D scanner
- Easy setup & installation
- Scanning time: 90 seconds
- Required Staff: 1 person
- Required Space: 1.5m x 2m
- Maintenance-free

BODYGEE

Boxx
SELF-SERVICE SCANNING BOOTH

- BigBox
- Fitness Chains

- High Accuracy
- Fast scanning process: 10 secs
- Results available within 60 secs
- Only 1.5m x 1.5m space required
- Access Control
- Cashless Payment

BODYGEE
SCAN, TRACK, MOTIVATE IN 3D

BODYGEE
SCAN, TRACK, MOTIVATE IN 3D

STEP 1

scan

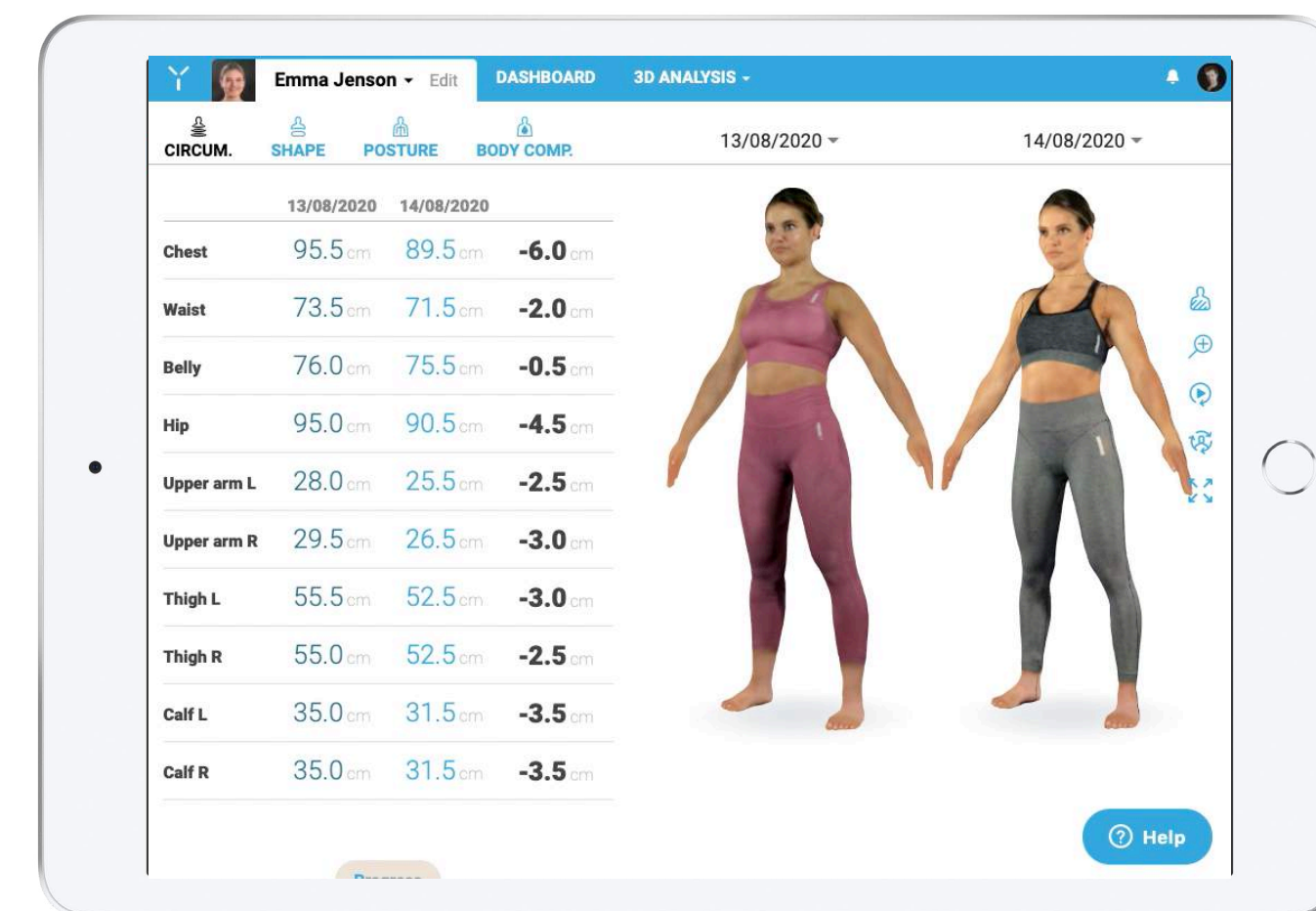we use the most advanced 3D scanning technology & methods

STEP 2

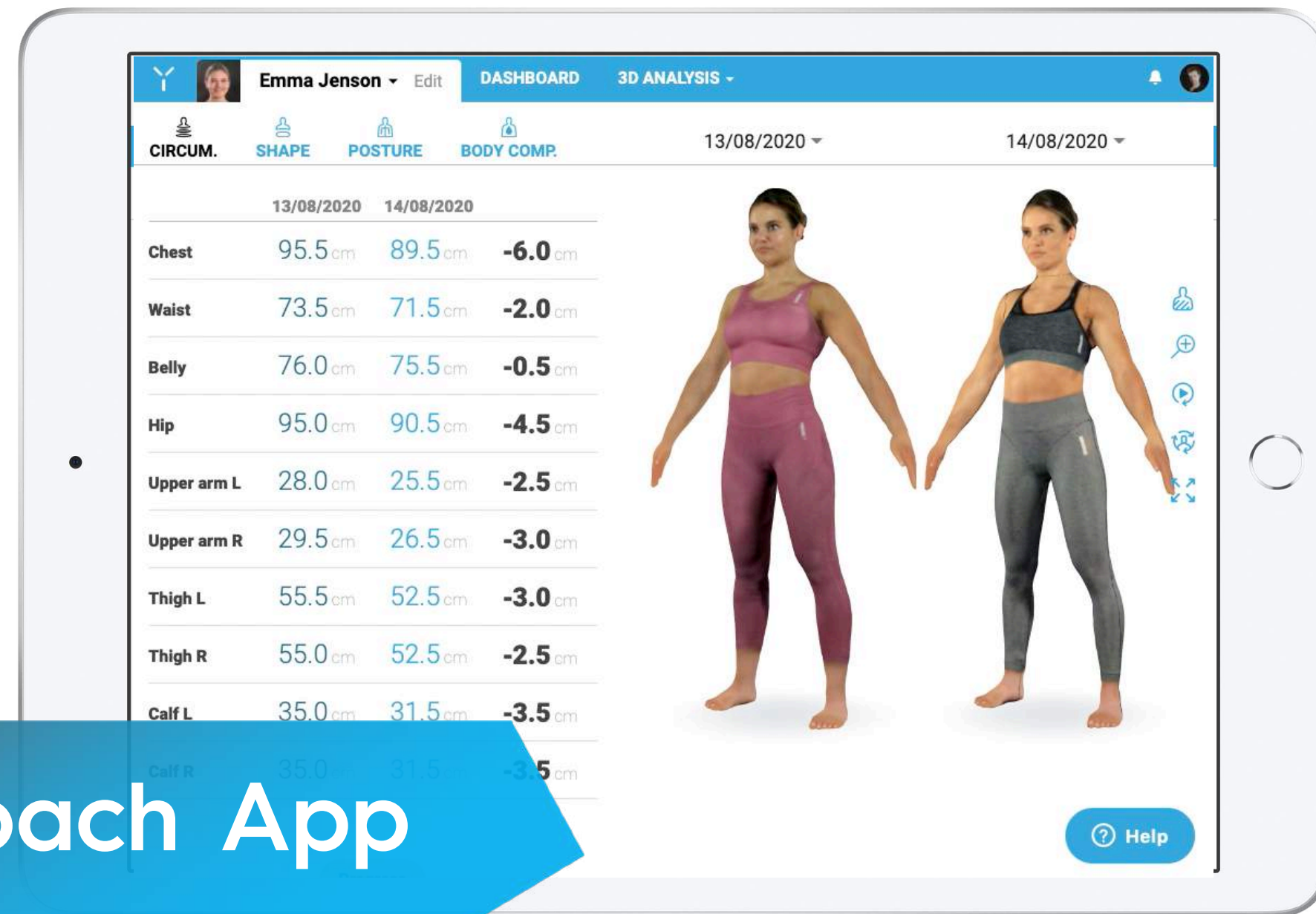## track

we create photorealistic 3D avatars of your members

STEP 3

motivate

show your members progress each step of the body transformation journey

CIRCUM.	13/08/2020	14/08/2020	
Chest	95.5 cm	89.5 cm	-6.0 cm
Waist	73.5 cm	71.5 cm	-2.0 cm
Belly	76.0 cm	75.5 cm	-0.5 cm
Hip	95.0 cm	90.5 cm	-4.5 cm
Upper arm L	28.0 cm	25.5 cm	-2.5 cm
Upper arm R	29.5 cm	26.5 cm	-3.0 cm
Thigh L	55.5 cm	52.5 cm	-3.0 cm
Thigh R	55.0 cm	52.5 cm	-2.5 cm
Calf L	35.0 cm	31.5 cm	-3.5 cm
Calf R	35.0 cm	31.5 cm	-3.5 cm

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Coach App

Progress

Allows coaches to track progress and analyse results

- Built-in 3D viewer, which can help you see the progress of of the body

Reporting

Generate advanced reports of your clients

- Advanced reports include Posture analysis, BMI, Body Fat, Fat-free mass, Resting Metabolic Rate, Waist-Hip Ratio

Client App

Analyse

Analyse and track body transformation on the client app

- Before and after 3D avatars
- Key measurements and metrics
- Body analysis

Share

The app allows your clients to share their successes on social media.

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the science behind the numbers

Infrared Technology

- 3-Dimensional Photonic Scanning to create a highly detailed 3D avatar

- Scanning without physical contact

Digitised Anthropometry

- 7 anatomical circumferences measured
  - chest, waist, belly, hip, upper arm, thigh, calf -

- Body shape: cross-sections of each body segment are visualised

- High re-measurement accuracy is evaluated scientifically (e.g., Wang et al., 2016)

Body Composition

- Body fat is calculated with the evidence-based US Navy formula (Hodgdon et al., 1984; Friedl et al., 2001)

- Individual health-assessment with body fat classification and waist-to-hip ratio (visceral fat assessment)

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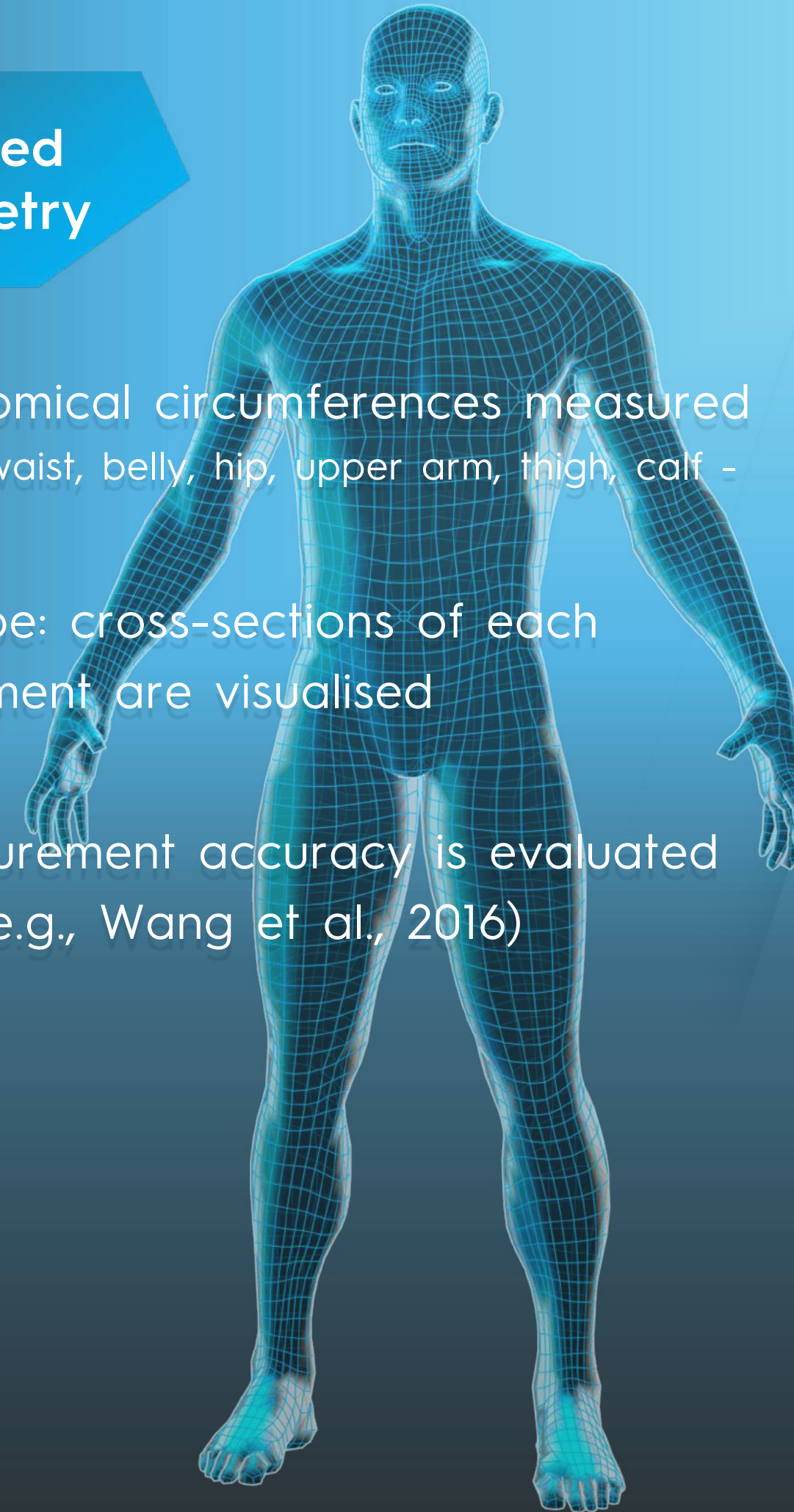
Body Fat Measuring Methods*

Body fat is not measured directly, but rather predicted, based on measurements of body properties.

Skinfold Thickness

- ➕ cheap, few equipment
- ➖ needs trained personnel for precision
- ➖ low inter-tester reliability
- ➖ physically uncomfortable
- ➖ no visual analysis

🎯 Accuracy: deviations of ~9% body fat compared to laboratory methods

Bioelectric Impedance

- ➕ rapid, easy to apply
- ➖ results can be affected by hydration status
- ➖ variations between type of device and sensor placement
- ➖ no visual analysis

🎯 Accuracy: deviations of <4.5% body fat compared to laboratory methods

3D Photonic Scanning

- ➕ visual feedback and analysis
- ➕ can be done by anyone at any time
- ➕ doesn't need stringent preparation
- ➖ needs skin-tight clothes for high accuracy

🎯 Accuracy: deviations of <3% body fat compared to laboratory methods

Laboratory methods are most accurate and serve as references (the "Gold Standard"). Field methods predict body fat by using mathematical formulas that have been derived from laboratory methods. They are less expensive and easier to use than laboratory methods, but also more error-prone.
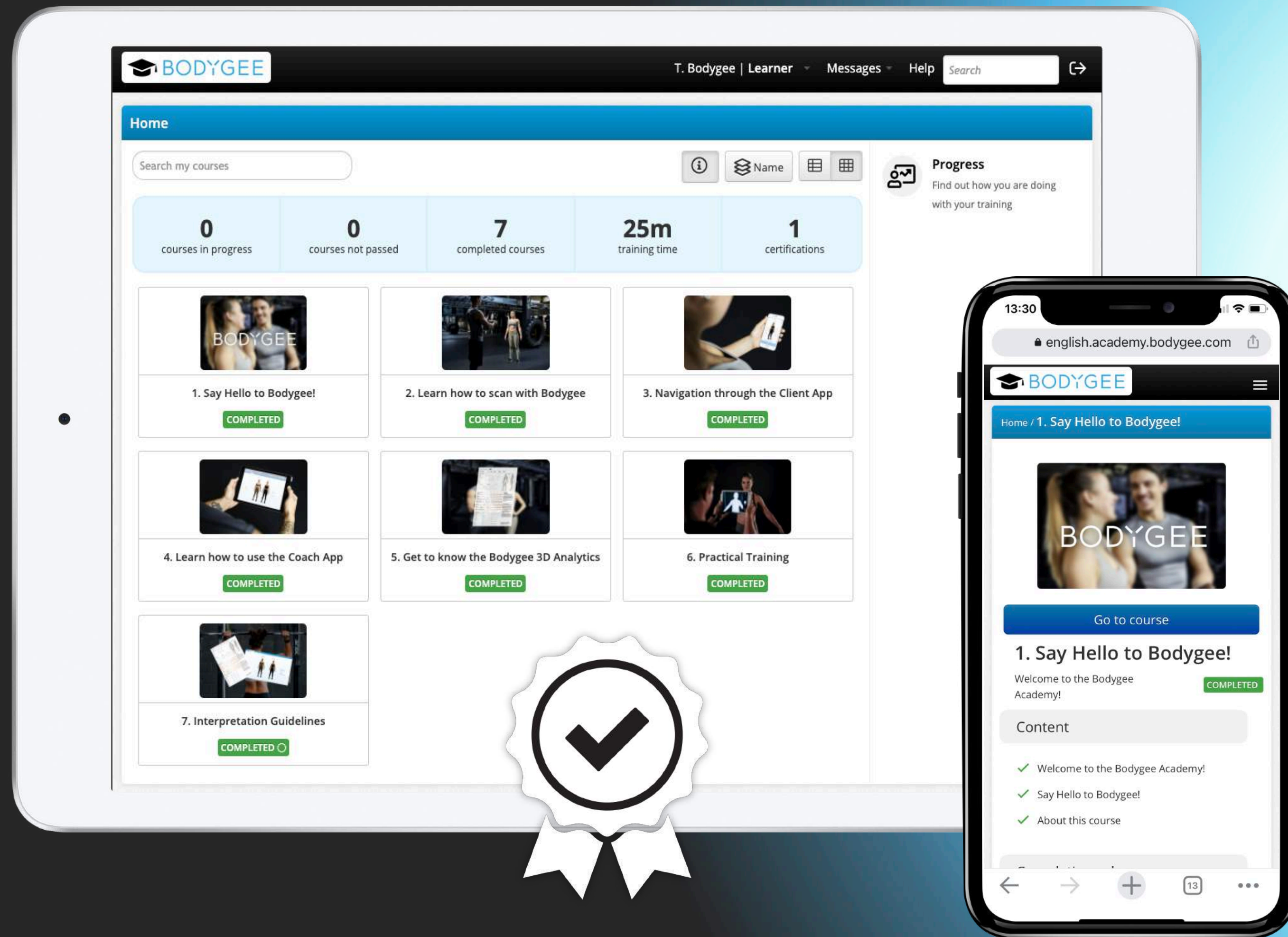
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what our clients say...

> "
> We knew that the photorealistic image within the 3D tech was a huge win for members' motivation and it has been. The support from Bodygee has been outstanding throughout, even taking the time to design our own transformation template which is now a stable part of our lead acquisition marketing.
> "

Tony Howett
OWNER & MANAGING DIRECTOR @F45 TRAINING MYANMAR

> "
> It provides us with another fantastic marketing, sales and member retention tool as our members can see their fitness progress in a 3D image and the stats that come with it. Our member's main goal is to feel and also look better.
> "

Dennis Galinsky
CO-FOUNDER & OWNER @F45 TRAINING MUNICH, GERMANY

> "
> Bodygee is much better than any standard tool for results tracking. I think the biggest win is that only Bodygee can make the client training evolution more tangible.
> "

Felipe Barth de Castro
FOUNDER AND CEO @TECFIT BRASIL

> "
> I am excited about the potential for change which can be found in every person. As a personal trainer the 3d body tracking helps me to record important data in a time-saving and precise manner as well as track the progress of our clients.
> "

Carla Bereiter
SPORTS SCIENTIST MSC & OWNER RICHTIG BEWEGEN

Your Progress

3 months earlier

Your body now

Waist
-3.5 cm

MOTIVATING MEMBERS
MAKING PROGRESS VISIBLE