

Implementing Smart PE



- 40th Year as an Educator
- Presenter SHAPE Washington Conference 2015
- Certified, Heart Zones PE Teacher
- 30 Years High School Basketball Coach

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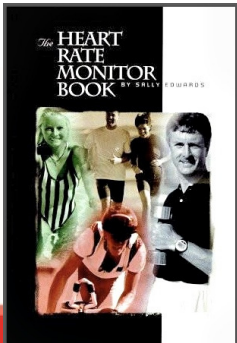
About The Company

32 Years in Business

Heart Zones, Inc. is recognized internationally as the experts in the development of programs, products, technologies, and specialty applications for health clubs, sports performance, weight management, personal training, cycling, and other physical activities.

History

- 1983 Sold the first heart rate monitors in USA – CEO Sally Edwards' founder of Fleet Feet stores
- 1989 Developed the first heart rate training “system” in the world
- 1992 Wrote the first book ever-published - heart rate training
- 2000 Developed first school Physical Education curriculums
- 2010 Invented the Blink with flashing zones heart monitor
- 2011 Awarded federal patent
- 2014 First group training system using an armband
- 2015 First multi-sensor system



First book ever
written on heart
rate training by
Sally Edwards



It is a GAME CHANGER

tinyurl.com/IncreasingPhysicalActivity



tinyurl.com/IncreasingPhysicalActivity

Sensors

Sensor Features:

- Open System: works with **160** different manufacturers including Garmin, Timex, Polar and other brands
- Uses both ANT+ or Bluetooth sensors
- Choose between an armband or a chest strap
- Choose between a wrist top watch or an Apple iPod/iPhone
- Uses flashing color lights to see the heart rate zones.



**Blink
Armband
Sensor**



**Blink Wrist
Top Heart
Rate
Monitor**



**Cycling Speed and
Distance Sensor**



**Foot Pod
Sensor**

The Blink Armband



- Comfortably fits on your forearm or upper arm or leg
- Saves PE teachers time: connects quickly to “Big Board” or wearables
- Students don't have to lift up your shirt” to put it on
- Accurate: Uses PPG or optical sensors
- Programmable: 3 individualized zones flashing colored lights that match
- Waterproof and works in water for swimming and water aerobics
- Rechargeable - no batteries to replace.

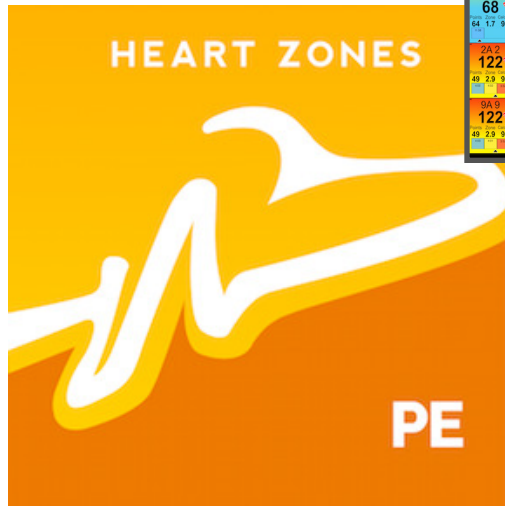
Hardware



The Bridge connects **class sensors** to the iPad

- Dual - ANT+ or Bluetooth radio technology
- Connects multiple sensors simultaneously:
 - Step count: no more pedometers
 - Heart rate: no more chest straps
 - Distance moved
 - Power meters
 - Speed, and more...
- Maximum number of sensors: 110 students at one time
- 8 hours of battery

2 Software Applications



Heart Zones PE

- iPad Mini
- iPad Standard



Heart Zones Training

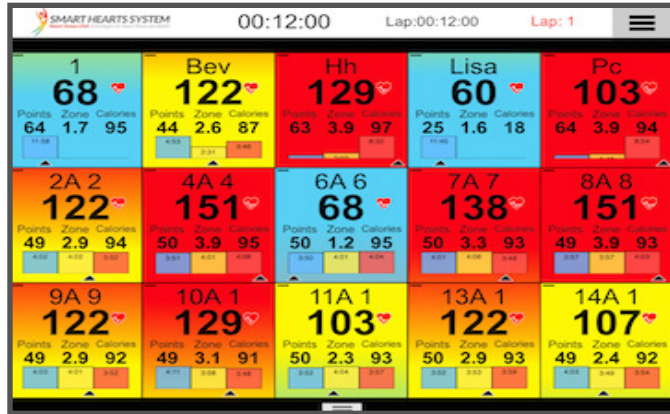
- iPhone
- iPod Touch

Software License - Heart Zones PE

- License is to the iPad and to the location
- No annual fee's
- One-time purchase fee
- Lifetime free software updates

The Big Board - 4 Displays

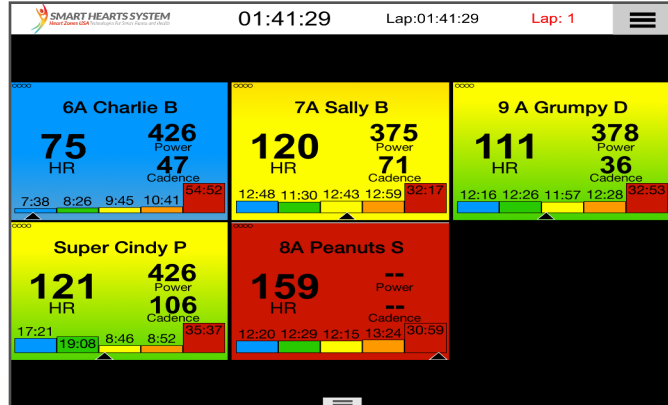
For the Price of 1



Heart Rate



Activity Tracker



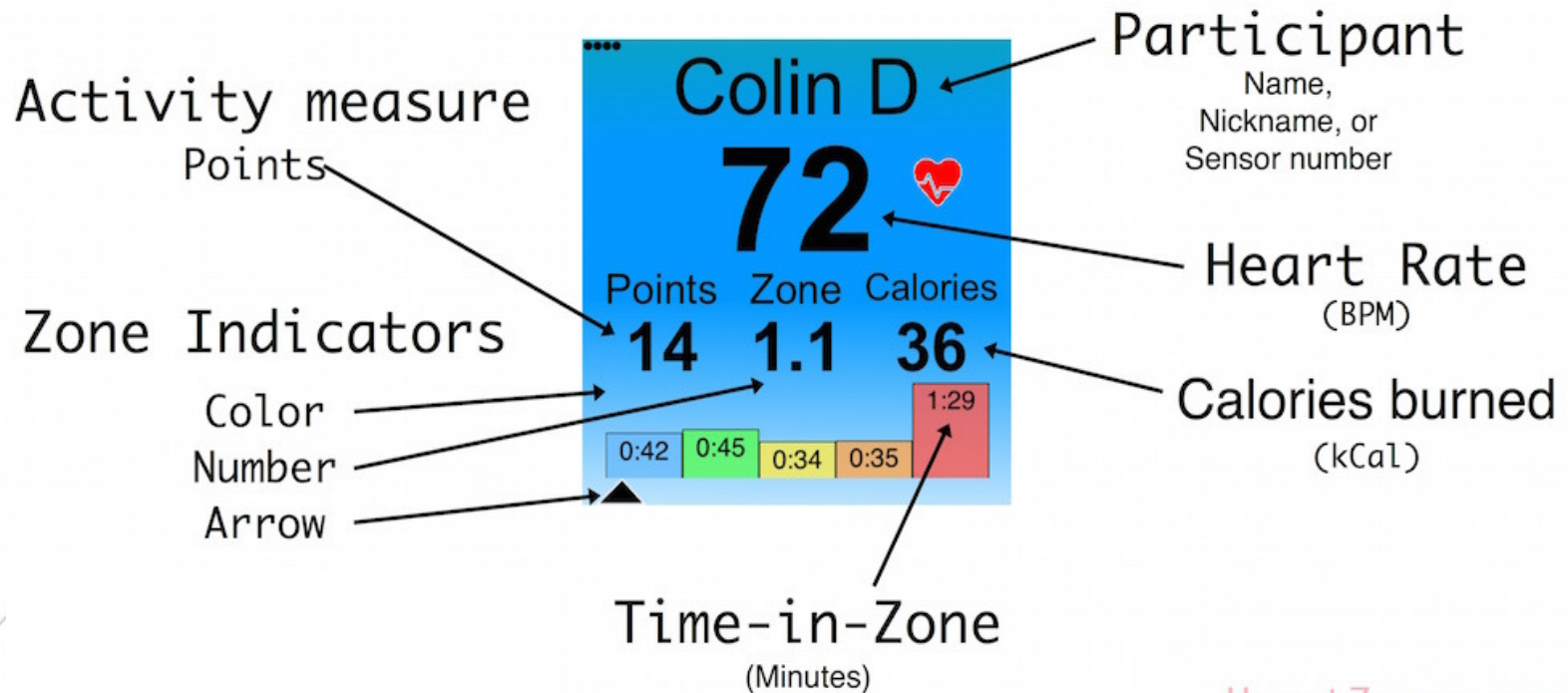
Indoor Cycling



Heart Rate & Activity Tracking

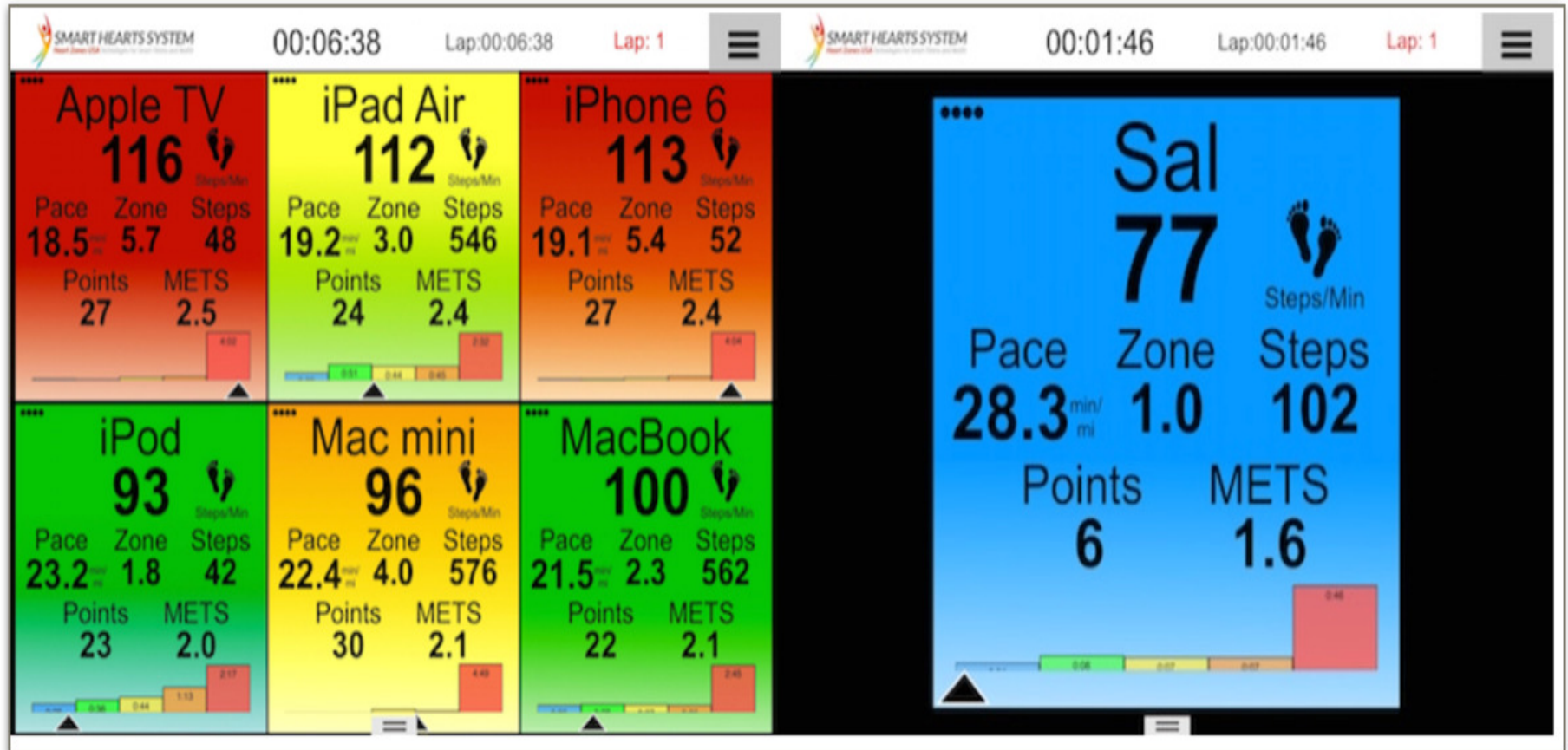
The Big Board Tiles

Heart Rate Display



HeartZones.com

Activity Tracker- Foot Pod



Foot Pod Sensor

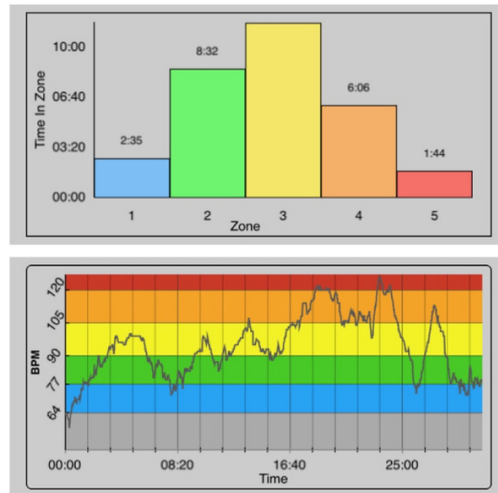
REPORTS

Name: Tri Bev
Class: 1 2 3 4 sensors

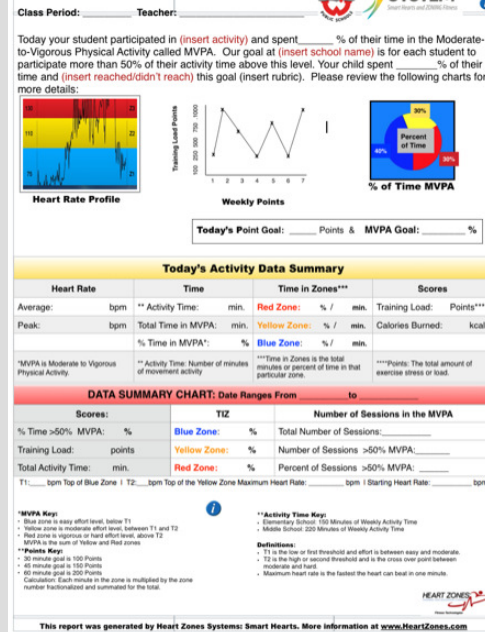


Smart Hearts Workout Summary

Workout Date: 08/06/2015 Avg HR: 94 Points: 100
Start Time: 07:07 AM Peak HR: 126 kCalories: 114
Duration: 30:55 Min HR: 57



Student Report - ZONING Fitness



iPad Individual Summary
Email Sent from iPad

Report from the Web Portal
(coming soon)

iPod/iPhone Report
Individual Report

Class Summary Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	date	time	teacher	class	participant	calories	HZPoints	duration	Zone1	Zone2	Zone3	averageHeartRate	peakHeartRate	location	latitude	longitude	category
2	7/14/2014	10:41 PM		Gym group	Debbie Anderson	7	4	0:00:36	0	0	36	166	179		44.9592	-93.2995	
3	7/14/2014	10:41 PM		Gym group	Peter Hillman	6	3	0:00:36	0	7	29	154	179		44.9592	-93.2995	
4																	



- The Class Summary Reports created as a .CSV file
- Saved in the cloud via Dropbox or
- Saved by some school data management systems- Focused Fitness and Illuminate
- Class roster management system
- Each PE teacher has their own Class Summary Reports

3 Scientific Cardio-Based Methods



Federally Patented:
Only US patent ever awarded
a cardio training system



ZONING Training System
3 Zones and 2 Thresholds

The Threshold Training System™ ZONES CHART						
Zone Number	Zone Name	Zone Description	Zone Calories Burned/minute	Zone Sustainable Workout Time	Training Load* Points/Minute	Zone Benefits
5	Very Hard Zone	High, hot, hard effort "I don't want to and can't talk"	> 15 calories	15 seconds ~40 minutes	4-8-10 points**	Get Fastest
T2 HIGH THRESHOLD						
4	High Moderate Zone	Moderate and challenging effort "I can talk but becoming not comfortable"	10-14 calories	40 minutes ~2 hours	4 points	Get Fast
3	Low Moderate Zone	Moderate effort "I can talk conversationally"	7-9 calories	1-3 hours	3 points	Get Fitter
T1 LOW THRESHOLD						
2	Zone Sustainable Workout Time	Easy effort "I can talk and it is comfortable"	4-6 calories	Very, very long time	2 points	Get Fit
1	Low Easy Zone	Very easy effort "I can talk and it is easy"	1-3 calories	Long-lasting	1 point	Get Healthy

Threshold Training System
5 Zones and 2 Thresholds

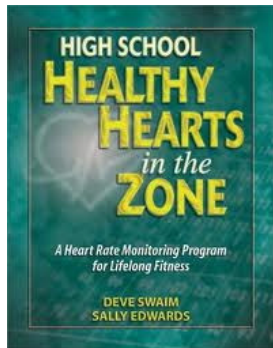
HEART ZONES TRAINING		MAXIMUM HEART RATE																			
Training Zone	Heart Rate Range	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195
25 RED LINE 90%-100%		144	149	153	158	162	167	171	176	180	185	189	194	198	203	207	211	216	220	225	230
24 THRESHOLD 80%-90%		128	132	136	140	144	148	152	156	160	164	168	172	176	180	184	188	192	196	200	204
23 AEROBIC 70%-80%		112	116	119	123	126	130	133	137	140	143	147	151	154	158	161	165	168	172	175	179
22 TEMPERATE 60%-70%		96	99	102	105	108	111	114	117	120	123	126	129	132	135	138	141	144	147	150	153
21 HEALTHY HEART 50%-60%		80	83	85	88	90	93	95	98	100	103	105	108	110	113	115	118	120	122	124	126

Max Training System
5 Zones and 1 Maximum Heart Rate

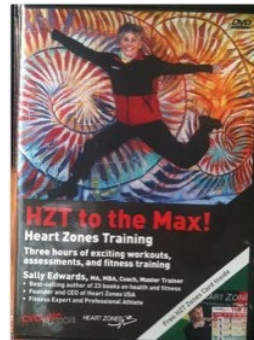
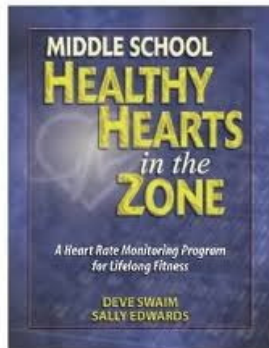


Curriculum and Support

- New curriculum *Smart PE: Heart Rate Monitors and Activity Trackers for Physical Education*
- Wall Charts
- Workout cards
- DVD
- Workshops for Professional Development
- Presentations at National/State Conferences
- Showcase schools for you to visit
- Website support



Curriculum Books



DVD

Zone Number	Zone Name	Zone Description	Zone Calories Burned/Minute	Zone Sustainable Workout Time	Training Load* Points/Minute	Zone Benefits
5	Very Hard Zone	High, hot, hard effort "I don't want to and can't talk" <small>Push your max and completely uncomfortable</small>	> 15 calories	15 seconds - 40 minutes	6-8-10 points**	Get Fastest
T2 HIGH THRESHOLD						
4	High Moderate Zone	Moderate and challenging effort "I can talk but becoming not comfortable" <small>Push the effort is becoming uncomfortable</small>	10-14 calories	40 minutes - 2 hours	4 points	Get Fast
3	Low Moderate Zone	Moderate effort "I can talk conversationally" <small>Pushing the effort is becoming uncomfortable</small>	7-9 calories	1-3 hours	3 points	Get Fitter
T1 LOW THRESHOLD						
2	Zone Sustainable	Easy effort "I can talk and it is comfortable" <small>Feels comfortable-enjoyable</small>	4-6 calories	Very, very long time	2 points	Get Fit
1	Low Easy Zone	Very easy effort "I can talk and it is easy." <small>Feels almost effortless</small>	1-3 calories	Long-lasting	1 point	Get Healthy

Wallcharts



Workshops

The 10 Reasons

Reasons Why the Heart Zones System is So Great

1. Complete Solution

- Professional Development and Workshops
- Programs: Cycling, Personal Training, Small Group Training, Specialty
- Software and Hardware - Big Board display
- Sensors: wrist top, foot pods, Blink armbands

2. No chest strap

3. Robust data for each participants performance

4. Future forward with new sensors

5. Multiple sensors (heart rate, steps, distance...)

6. Indoor and outdoors usage

7. Range for picking up sensor signals

8. Open (any sensor) versus Closed (proprietary) System

9. No annual fee and affordable

10. Grading and assessment objectively



The Pacer Test: tinyurl.com/StillwaterMVPA

What You May Not Know or Ask

- How close do you need to be to the iPad?
- Armbands for heart rate?
- Is there a Big Board display?
- Is there an annual license fee?
- How much do updates cost?
- Do the sensors work for swimming?
- Do you need to purchase and configure an Apple TV?
- Single or multiple sensors? Multiple displays?
- Does the signal drop if they turn away from the iPad?
- Does it have Threshold or ZONING methodologies built into it?
- Are there workshops, seminars, or professional development?
- Are there zone lights that blink the color of the heart rate zones?
- In a demo does it engage the participant and motivate them?
- Is there robust data?
- What are the future hardware and software development plans?
- Is the hardware mobile for indoor and outdoor use?
- What is the date of the last software update?



Watch the Data and Displays
<http://tinyurl.com/HeartZonesLoopVideo>

What's Next?

- As Questions
- Request a Demo
- Ask for a Quote



THANK YOU!

Susan Lahti

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