



# HEART ZONES

**Motivating Minds, Engaging Hearts**  
THROUGH MOVEMENT TECHNOLOGY



**10**

COUNTRIES

**2000+**

SCHOOLS

**1,000,000+**

STUDENTS

# How it Works



## 1. WEARABLE SENSORS

We recommend a few of our own sensors, but our system is capable of connecting to a wide range of devices.



## 2. DATA TRANSMISSION

Our unique bridge device connects the sensors to the iOS application. It is able to transmit and broadcast both BLE and ANT+ signals.



## 3. HEART ZONES APPS

Our applications marry the technology with our federally-patented heart rate zone training methodology.



## 4. DATA DISPLAYS

Our Heart Zones "Big Board" shows real-time data in a clean and concise manner. It is viewable on iPad, Apple TV or via a projector screen.



## 5. THE CLOUD

The Heart Zones cloud storage system provides simple and scalable data storage, user management and report creation.



## 6. REPORTS

Automated and custom web based reporting features for both individual and aggregated data reports that are easily accessible to all stakeholders.

# The Heart Zones Pillars

## Instructional Materials

Designed by our team of fitness trainers, heart rate experts, athletes and educators, our curriculum is tailored to the needs of all. This content helps participants get the most out of their technology and their fitness. Heart Zones is the original heart rate company and developer of wearable instructional materials

## Technology

Heart Zones Move features four types of world-class sensors, making it a premiere group physical activity technology. Immediate feedback is at the core of Heart Zones Move. Our "Big Board" display offers multiple variations and settings, making it the most flexible group display available. The real-time data allows participants and instructors to personalize instruction on the fly.

## Professional Development

Our team is committed to the educational development of our partners and instructors. We offer various professional development courses designed to help you better understand and apply the technology and the methodology used within Heart Zones Move.

# JOIN THE SMART PE™ MOVEMENT

Smart PE™ is the movement within physical education that uses wearable technology in the classroom to motivate, engage, and accurately assess student movement, performance and effort. Smart PE™ is the future of physical education, and the future is NOW!



## Advanced Wearable Technology

The Heart Zones school solution features the wearable sensors worn by participants, the Blink 3.0 Plus and the Blink 24. Also, the Bolt step tracker, which attaches to the ankle. And lastly, the bike cadence sensor, designed for cycling.

## Heart Zones Solutions

The Heart Zones family of apps deliver exercise technology software and data driven programs that engage, assess and motivate physical activity using wearables. Our technology is designed by exercise scientists, athletes, educators, and engineers who get it and are fiercely committed to healthy active lifestyles.



### Heart Zones Move

The Heart Zones Move Solution is the in-person, group tool for motivation, engagement and assessment using wearable technology that empowers students to pursue a safe and healthy active lifestyles.



### Heart Zones ePE

The Heart Zones E-Physical Education (ePE) Solution is the online, virtual distance learning tool for for motivation and engagement of students when away from school while providing a degree of accountability.

## Motivating Big Board Display



### FIT Stars

FIT Stars are displayed on the Big Board as a way for students and teachers to evaluate student performance during class. FIT Stars appear on students' tiles based on the duration to the class, with a goal of earning 5 stars per class period.

### FIT Points

FIT Points are earned based on the amount of time that students spend in the different heart rate zones. Each zone scores different amounts of points based on the intensity of the zone.

The formula for FIT Points is:

$$\text{FIT Points} = \text{Frequency (F)} \times \text{Intensity (I)} \times \text{Time (T)}$$

### MVPA

MVPA or moderate to vigorous physical activity is displayed prominently on display #2 of the Big Board. A burst is added behind the MVPA percentage when a student is above 50% MVPA.



# Engaging Assessments



## Individualized Heart Rate Zones

One-size doesn't fit all when it comes to setting zones. The new Save the Peak feature auto sets all of your students heart rate and step pacing zones-"individualology".

Flip a switch in the software and the software saves and resets the zones. Saves the data for each student individually. Allows you to accept or reject the change. Each student now has their own personalized maximum, ZONING or threshold zones.



## Recovery Heart Rate Number and Rate

Recovery Heart Rate Number and Rate are probably the most important heart rate data. They demonstrate the current fitness status of your student. Allows three different tests within one workout session indicating level of fatigue.

**Two different data points with each assessment:**

- (1) absolute number which is the number of beats per minute dropped and
  - (2) measures the rate or percentage of recovery.
- The higher the number and percentage, the better the student is recovering.

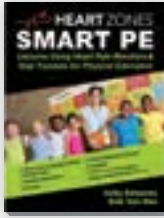


## Class Average Summary Data Display

Quality Physical Education is, in part, defined by achieving the class goal for all if not most students. One way to prove this is by using data. Data doesn't lie.

By aggregating the performance outcomes of the entire class, the instructor can demonstrate this achievement by using a variety of metrics: Greater than 50% of class time in the MVPA (moderate to vigorous physical activity), FIT Stars which uses the FIT formula of frequency x intensity x time = Amount of Exercise completed) FIT Points, time spent in minutes in each of the zones, total kCal (calories) expended to the entire class.

# Instructional Materials



## Heart Zones Smart PE

*The Book*

Lessons using heart rate sensors and activity trackers for Physical Education. Smart PE is one way to transform your PE program using the fusion of technology and smart, data driven devices and curriculum. Contains movement learning activities, fitness tests, student workshops and articles.



## Heart Rate and Activity Methods

*Heart Zones Wall Charts*

ZONING Threshold and MAX methods is a fun and easy way to take your heart rate numbers and give them meaning. Display wall charts and field tests in your gym or take them on the go.

# Heart Zones Sensors



## Heart Zones Blink 24

*Heart Rate, Step & Cadence*

The NEW Heart Zones Blink 24 is the next generation in the Blink series of heart rate sensors. The same features as the Blink 3.0 Plus as well as new ones like the 24 hour battery life, 13 hours of onboard memory, and 5 heart rate zone blinking LED lights.



## Heart Zones Blink 3.0 Plus

*Heart Rate, Step & Cadence*

Worn on the forearm, the Blink 3.0 Plus is comfortable, accurate and easy to use. Students and teachers alike love the 1-button functionality that makes this such an easy addition to any PE program. Contains data on-board memory, no data loss during session, 24 hour battery life, 3 heart rate zone blinking LED lights.



## Heart Zones Strider

*Step, Distance, Pace, MVPA*

This step sensor, the Strider, is secured with an elastic ankle band. It accurately measures steps, distance, pace, MVPA and much more. Students and teachers love this simple, low-cost replacement for a pedometer.



## RPM Sensor

*Bike Cadence Sensor*

For both indoor and outdoor cycling, this bike cadence sensor works with the Heart Zones Move and the Heart Zones Kardio apps. It takes just seconds to install on the bike crank arm. It takes a 2032 replaceable nickel battery.

# Why Heart Zones?

## Innovative

### Outdoor Mode Memory

Allows students to move outside the range of the iPad and no data will be lost. Data will update automatically, live and in real-time.

### Personalized Step & Heart Rate Zones

Our federally-patented heart rate methodology is our secret sauce. It powers the personalization of heart rate run/walk and cycling zones for each student.

### World-Class Wearables

Our Heart Zones Blink 24, Blink 3.0 Plus and Heart Zones run/walk and cycling sensors are three of the most accurate and technically-advanced wearables available.

### Robust Group Display

Our indoor/outdoor "Big Board" data display has an appealing design that is easy to understand. It features four unique displays of tiles can flip with the click of a button to show different data points.

## Simple

### Easy Setup

All Heart Zones solutions are designed with simplicity in mind. Easy to use template spreadsheet files simplifies the setup process. Three hours of live, on-line training is provided with each solution purchase.

### Less than 10 Seconds to Start

Students can power up their sensors in less than 10 seconds with the simple 1-button functionality of the Blink 24 and Blink 3.0 Plus.

### Forearm Sensor not a Watch

Watches tend to be less accurate and more complicated for users. The Heart Zones Blink 24 and Blink 3.0 Plus armbands are worn on the forearm for accuracy and comfort.

### No Syncing or Downloading

Real-time data feedback through one of the Heart Zones apps means no wasted time at a docking station downloading data or activating devices. No standing in lines!

## Affordable

### Affordable Price

The entire package and individual pieces come with different options to fit various school sizes and budgets.

### No Ongoing Fees

The Heart Zones school solution is a one-time fee so you don't have to worry about continually dipping into your annual budget.

### FREE Updates for Life

The technology is future proof with FREE updates for life on the software application. As we continue to add features, sensors and Big Board displays you reap the benefit at no extra cost.

### Multiple Product Options

The Heart Zones school solution allows schools to choose between heart rate, run/walk and cycling cadence sensors based on price and perceived benefits to the students.

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Ask about our Smart PE Certifications & Professional Development Courses and Workshops