Fade in on Guy working out on Chest Fly (pectorals) machine. (Background Music BeeGees “Stayin Alive” in his earbuds). Guy is dressed in funky 80’s style too-short shorts, tank top high socks and white sneakers. Does his set of reps and picks up a clip-board to write them down.

Cute young girl walks up, (cleavage) He takes out the earbuds.

Girl: “mind if I work in”,

Guy: “Sure”

Guy gets up. Girl sits down and moves the pin, taps the GymRatZ sensor on the weight where the pin is inserted, places it in the pin holder and starts reps.

Guy: “Hey What’s that?”

Girl: “Its my GymRatZ, - Since I got it I don’t work out without it.”

Guy: “What’s a GymRatZ?”

Girl: “Well, this little sensor here uses the Nike+ in my iPhone and the GymRatZ app to automatically track and record all my fitness training.

She Points to the iPhone display while doing a set of reps on the machine: shows a graphical image of the exercise, muscles trained, number of sets and rep count (10 of 12).

Girl: “See I don’t have to write down how many reps or what weight I use. I just tap the sensor to the GymRatZ label and it knows what machine I’m on and how much weight I’m lifting.”

(Continues reps) Then when I’m working out, the GymRatZ app tracks my movements and displays the pace, number of reps and even works with my heartrate monitor, so I combine cardio with weight training.

Guy: “Cool! So with GymRatZ I can lose the clipboard”

Girl: That’s right, but it does much more than that.

(She gets up and he sits down to do his set.)

Girl: “GymRatZ has a website too where I upload all of my workouts. There are really cool tools on the website which help me optimize my training. My trainer and I can go over my workouts and we see where I need to work harder, improve technique, or modify weight or reps.”

We adjust my workout online and I sync it with the GymRatZ App on my phone.

Then when I want to workout, GymRatZ becomes my coach. I select the new workout and GymRatZ guides me through it.

It shows me what to do on my iPhone or tells me in my earbuds. I can even pick music to match my workout or GymRatZ can pick songs from my iTunes with the right beat to help me keep pace. It’s really cool!

Guy: “Nice – But I like to use free weights? Does it work with them too?”

Girl: “Yup. See those posters over there. Lets say I’m going to do 10 lb Bicep Curls next. I just tap GymRatZ on the picture of the girl doing Bicep Curls and put GymRatZ into the holder on 10lb dumbbell. Then it works the same as I just showed you on the machine. It records my reps and coaches me through the set.

Oh and it also works with cardio machines like treadmills, stair climbers and ellipticals.”

Guy: “Wow! (gets up from machine)

..Your turn”

Girl sits down and starts a new set.

Guy: “Thanks! Records the last set on his clipboard. Well I’m done here. Man I gotta get rid of this clipboard and get me a GymRatZ.”

Girl: “Uh huh.”

Guy puts in earbuds and walks away

Girl: Under her breath but smiling….“might also want to get some new clothes to go with it.”

Music up: “BeeGees: Stayin Alive….”

Fade

Title: GymRatZ – Don’t Work Out Without One.

(Rough Time: 2:20)