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 inserts the FitNote sensor on the pin holder moves the pin (doubling the weight the guy was lifting) , and starts reps.

Guy: “Hey What’s that?”

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

Guy: “What’s a FitNote?”

Girl: “Well, this little sensor tracks my every motion and sends it to my iPhone while I’m working out where the free app automatically records my routine.

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. FitNote automatically knows what machine I’m on and how much weight I’m lifting. The app records everything. It counts reps, tracks time, measures my pace and even works with my heart rate monitor.”

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

Girl: That’s right, but what’s really cool is how it works with Nike+.

(She gets up, removes the sensor and he sits down to do his set reducing the weight back down with a frown.)

Girl: “With FitNote I earn NikeFuel for my weight training, not just for running. I can watch my FuelBand points add up while I‘m working out which is fun and helps keep me working harder. And when I’m not working out, I use the website to track my progress, plan my new workout and then sync my phone with them. ”

Then when I go to the gym, FitNote is like my coach. I pick the new workout and FitNote guides me through it in my earbuds. Rep by Rep.

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

Girl: “Yup. and it also works with cardio machines like treadmills, stair climbers and ellipticals. ”

Guy: “Wow! (gets up from machine)

..Your turn”

Girl sits down inserts sensor, moves pin 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 FitNote.”

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: FitNote – Don’t Work Out Without One.

(Rough Time: 2:20)