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 into 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 here uses the Nike+ in my iPhone and the FitNote app to automatically track and record all my weight 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. At gyms like this one the FitNote sensor automatically knows what machine I’m on and how much weight I’m lifting.”

(Continues reps) Then when I’m working out, the FitNote app tracks all 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 FitNote I can lose the clipboard”

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

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

Girl: “FitNote 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 FitNote App on my phone.

Then when I want to workout, FitNote becomes my coach. I select the new workout and FitNote 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 FitNote can pick songs from my iTunes with the right beat to help me keep pace. Oh and get this, with FitNote I earn Nike Fuel points for my weight training. It’s really cool!

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)