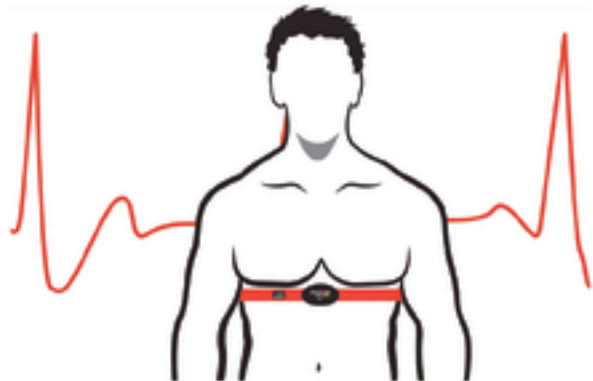


What is Myzone?

Myzone is an innovative wearable heart rate based system that uses wireless based technology to accurately monitor physical activity. It is highly successful due to its accuracy at **99.4%**. It is useful for anyone who wants a gamified and motivating wearable. Myzone monitors heart rate, calories and time exercising in real time and converts that into Myzone Effort Points (MEPs).



Myzone vs Wrist Trackers

| | Myzone | W/T |
|--------------------------------|--------|-----|
| Goal Setting | ✓ | ✓ |
| Competitive Background | ✓ | ✓ |
| Status Ranking | ✓ | ✓ |
| Engaging social platform | ✓ | ✓ |
| Built-in data storage | ✓ | ✓ |
| Step Counting | ✓ | ✓ |
| Text message alerts | ✓ | ✓ |
| Measures exercise effort | ✓ | ✓ |
| In gym live effort display | ✓ | ✓ |
| Displays data on gym equipment | ✓ | ✓ |
| Has a 99.4% accuracy | ✓ | ✓ |
| Works with many 3rd party apps | ✓ | ✓ |



What Makes Myzone Different?

Unlike many others, Myzone is the only fitness tracking app based on the **World Health Organization's Physical Activity Guidelines**. It uses a game-based platform and social experience that rewards effort not fitness, motivating users to reach their personal bests.