

Fit-Key™ MAKES FITNESS FUN!

SCIFIT® Systems, Inc.

SCIFIT Systems, Inc., domestically based in Tulsa, Oklahoma, is an industry leading producer of commercial fitness equipment which bridges the converging fitness and medical rehabilitation markets; i.e. the emerging WELLNESS market. SCIFIT's products are well positioned as the aging population and medical community adopts the concept of WELLNESS from exercise.



M easurable Results

SCIFIT's exercise equipment is uniquely designed with both the user and the club in mind. To add value beyond the competition, SCIFIT developed the Fit-Key™ System. The concept of the Fit-Key System requires that it:

- ✓ be enjoyable and rewarding for the member and profitable for the club
- ✓ record workouts and generate feedback to keep members motivated
- ✓ be pre-programmable with exercise routines for specific users

The system also had to offer the following benefits to SCIFIT:

- ✓ rugged enough to stand up to the harsh environment of a health club
- ✓ long-term availability and support
- ✓ standard product to save R&D costs, time-to-market and reduce technical risk
- ✓ add-on marketing promotions

The Solution is Key (or in this case, a Token)

SCIFIT's Fit-Key is the Datakey Electronics' SlimLine™ SST64Kb Token used in conjunction with the SR4210 Receptacle. The Fit-Key is programmed, at a computer station, with an exercise routine for a specific user. When the Token is inserted into a machine, the workout is automatically set for time, program, and resistance level. Instructions on the screen of each machine are simple and easy to follow as they "walk" the user through the workout. Programs can be customized or modified to meet individual needs and goals and a variety of machines can be used in one workout.



The actual workout statistics are also recorded on the Token. At the end of the workout, the Token is downloaded at the computer station, and reports containing summarized workout data can be presented to the user. This feedback is essential to making Fit-Key fulfilling to the member and is often what keeps the member on track and motivated.

SCIFIT has found that Fit-Key makes using the equipment both enjoyable and easy to use, and that the learning curve is very short. Best of all, the Tokens can be reprogrammed over and over again by an unlimited number of clients, further increasing their value.



Fully-Engineered

The SR4210 high-cycle life mating Receptacle offers a detent mechanism that gives users tactile confirmation when an inserted Token is physically engaged. There is also a LOFO contact that may be used to protect the host bus by ensuring that Tokens have made secure contact with the receptacle before any signals are transmitted. Tokens are read and written to via Datakey Electronics' SlimLink™ II Reader/Writer. SCIFIT was able to complete their application's requirements with these Datakey Electronics' proven, fully-engineered, off-the-shelf products.



They Chose Datakey Electronics

By choosing Datakey Electronics, SCIFIT Systems was able to procure a proven product that could survive in a rugged exercise environment. By taking advantage of the characteristics of the Datakey Electronics off-the-shelf product, SCIFIT was able to greatly reduce R&D time and cost, reduce the cost of the final product, and bring the product to market much sooner. This versatile solution also offered value-added features SCIFIT could not find with other solutions.



Success Leads to More Success

With the successful implementation of the SST64Kb into their exercise equipment, SciFit called on Datakey Electronics again regarding firmware updates.

Datakey Electronics had the solution—an SFT2Mbit Token. This Token offered the same rugged reliability and easy-to-use benefits of the SST64Kb and allows SciFit to use the same Receptacle as the initial project to flash their firmware in the field. This not only adds value to their product, but it also greatly reduces in-field firmware update costs.

Now, for the cost of a Token, a stamp and a moment to insert the Token into an envelope, the firmware updates are done, making their product even more valuable in the field and to the fitness industry.



Phone: 952-746-4066 • Toll-free: 1-800-328-8828
Fax: 952-746-4061 • Toll-free: 1-866-289-4212
SALES: Ext. 348 • ENGINEERING: Ext. 336
info@datakeyelectronics.com • www.datakey.com