

Fitness Technologies, Inc. 2013



Action Audio Gear

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The Opportunity

2011 USA Sports Participation (in Millions)

National Sporting Goods Association Survey

Swimming	46.0
Boating	16.7
Skiing/Snow Boarding	14.3
Kayaking	7.1
Water Skiing	4.3

vs Other Sports

Basketball	26.1
Baseball	12.3
Soccer	13.9
Tennis	13.1









The Products World's Smallest Swim Audio Gear





UWaterG4 Blue 4GB MP3 / PN 90303



UWaterG4 Yellow 4GB MP3 / PN 90304



UWaterG4 Ice White 4GB MP3 / PN 90305



UWaterG4 Metallic Black 4GB MP3 / PN 90306



UWaterG4X Chrome 4GB MP3 / PN 90307



UWaterK7 Micro PLL FM Radio PN 90315



UWaterK8 8GB MP3 + PLL FM Tuner PN 90877



UWaterT3
100% Waterproof/Sweatproof
Earphones
PN 90515



Waterproof/Sweatproof Earphones PN 90517 Short 12" PN 90518 Long 40"





The Packaging World's Smallest Swim Audio Gear



Blister Package.
For self serving retail environment.
100% sealed.
Panoramic view of product (360 degree).

Panoramic view of product (360 degree).
Informative with graphic illustrations of applicattions.



Luxary Gift Package.

Embossed image on top.

Rich presentation.

100% sealed.

Cover Sleeve provides protection during transportation.





Professionally Tested By **SWIMMER** The Official Magazine of US Masters Swimming

"This lightweight, easy-to-use unit was a hit with testers." "Excellent sound quality!" • "Nice full base!" • "Tester favorite!"

Swim Bag: Underwater Music

Underwater Music Players and Headphone

an music make your workout better? Given the proliferation of earburds on logging trails and in gyms everywhere, a lot of athletes believe so. And there is scientific research that supports the notion that exercise is more enjoyable with music. Studies in peer-reviewed journals such as the Journal of Sport & Exercise Psychology has shown that if you play the right music-music matched to the rhythm of your par ticular form of exercise-your endurance improves.

However, before you strap on an MP3 player and attempt a wicked set of descending 500s, keep two things in mind. First, if you're swimming with an organized group or with a coach on deck, ditch your music player after the warm-up-it's not fun for your lanemate to have to mime the next se to you, and your coach will get frustrated trying to get your attention about your dropped elbox

Second, there's ample research that increased use of earbuds and portable music players has led to an increase in noise-induced hearing loss. Experts believe this happens, in part, because liteners use the music at high levels to drown out other sounds.

With all but one of these music players, the earbuds sit in the outer ear and deliver sound through the ear canal to the inner ear. When you're swimming, the music will be competing with water rushing around and in your ears, so you may be tempted to pump up the volume. Most testers did this when swimming vigorously. Several complained that they had to turn the music up so loud that it blasted the when resting at the wall. Several testers reported that they only enjoyed using the music players during slow easy swimming and during kick sets—either with a kickboard above water or with a snorkel below the surface

The best suggestion we have from our testing is to make sure that the silicone earbud tips are exactly the correct size, for a perfect fit inside the ears. Anything less than a perfect fit results in less than adequate sound quality. If you purchase a music player and headphones, experiment with all the tips provided, and if those don't work, buy others. The poor sound quality and risk of hearing loss caused by over-





MP3 Players

The first discovery testers made about music players is that if you purchase one, you should familiarize yourself with it at home. Trying to learn how to operate MP3 players, or even to see the tiny screens and controls (especially if you wear reading glasses) while shivering on the wall is frustrating. Once testers memorized all the button functions and figured out how to secure their headphones, they were able to rock out.

These devices use MP3 files, which means anyone using iTunes needs to convert the AAC files in their music libraries into MP3 files. This is not difficult, but can be time consuming. It was a deal breaker for some testers who are diehard iPod users.

1 FINIS SWIMP3 X18



\$160 | finisinc.com The Finis SwiMP3 is the only music player we tested that uses bone conduction to deliver sound to

the inner ear. The bass is not very good, but testers liked not having to fiddle with wires and earbuds.

The two plastic pods that sit on each cheekbone and are clipped to the goggle strap are a bit bulky. Some testers found that their goggles flooded when pushing off the wall. This was resolved by clipping the pods over only one of the straps in a two-strap goggle design-leaving the other strap close to the head to seal the goggles. Another tester skipped the clips entirely and shoved the pods underneath his swim cap, pulling it down low to secure them firmly against his head

coupled with earplugs, which plenty of swimmers wear you don't have to crank up the volume. Hear ing loss can still occur with a high volume delivered via bone conduction. By coupling the SwiMP3 with earplues, testers were able to listen at a lower volume, as the music didn't have to compete with the sounds of water rushing through the ears.

2. FITNESS TECHNOLOGIES UWATER G4



\$60 | fitnesstechusa.com This lightweight, easy-to-use unit was a hit with testers. And the

sound quality is excellent, with a nice full bass. The controls are similar to an iPod. There is no screen to view, so you cannot select tracks. But for many testers, the simplicity and great sound quality outweighed the loss of that feature. Testers with small ears struggled a bit with the headphones, as they stick out more than most and had a tendency to fall out of smaller ears. With 4GB of storage, this was a tester favorite.



3. NU DOLPHINTOUCH

\$129 | nu-global.com

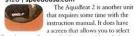
The DolphinTOUCH has one of the best sound qualities overall of any of the MP3 player/headphone combinations, a rich sound including a round bass. But you do have to work for it. Testers who prefer not having to read instruction manuals got frustrated with the DolphinTOUCH.

as it was not intuitive like the iPod Shuffles or the Uwater G4. One advantage over those two, however, is the ability to see and select music tracks.

Testers were impressed with the quality of the DolphinTOUCH. It's larger and heavier than the other players, but testers found ways to secure it, using the rubbery zip-ties or clip that came with it to fasten it to their goggle straps. Some just stuffed the cylinder into their swim caps. The headphones also have separate clips to help position them near the ear by clipping to either a goggle strap or cap. These clips were not as effective as the ear hooks on the standalone headphone models tested. Like the UWater G4, the DolphinTOUCH has 4GB of storage.

4. SPEEDO AQUABEAT 2





tracks, as well as a radio function, although that wasn't tested. Testers were skeptical of the quality of the unit right out of the package; the clip, the controls, and the plastic body all seemed cheap. But in the water the AquaBeat performed pretty well. The clips on the earbuds are some of the best for a secure and comfortable fit, especially for smaller ears. The cord arrangement is also excellent, with a short, coiled cord that does not need to be fussed with. The overall sound quality is not as high as the other players, and the bass is tinny.

Waterproofed Apple **iPod Shuffles**



UNDERWATER AUDIO WATERPROOF IPOD SHUFFLE \$160 Lunderwateraudio.com

Waterfi and Underwater Audio, each with its own proprietary methods and materials, waterproof Apple's 4th generation iPod Shuffles from the inside out by injecting sealants into them without taking them apart.

Testers who already own iPods and use iTunes loved these two tester units. There was no need to convert AAC files to MP3 files and export them to the player: Just create and sync a playlist. The only hard part was choosing which tunes would make the swim practice playlist.

These units were used to test all of the headphones, and there were no problems encountered. Because of the sealants that have been injected inside, the button controls are a little stiffer, but they otherwise functioned normally throughout the testing process.

Testers who don't use Apple products or iTunes were unlikely to purchase these, and several saw the lack of a screen and ability to select songs as a drawback.



"Great gadgets to buy for your workouts"

July 2012



"Best Travel Gadgets Under \$100" May 2012



"CBS-TV Dads & Grads Special" May 2012



"CNET Review at CES"

CES 2011