



The ShapeLog Ecosystem

Scalability and Breadth of Line

The ShapeLog cloud infrastructure can be integrated with new/existing systems in ways which are most useful to you and your end-users. Custom applications can also connect directly to the sensors using BLE through ShapeLog's SDK. Data can be consumed by existing applications/wearables which are capable of reading standard ANT/ANT+ data. These capabilities create opportunities to use real-time strength training data for:

- Popular applications such as Strava, Garmin, Apple, etc.
- Driving leaderboards and classes
- Coaching/training
- Challenges & Competitions
- Club management software
- Asset management software

The Universal Strength Tracker can be installed in under one minute, without tools, and does not require the purchase of new/different equipment.

ShapeLog connected strength training products can be employed as simple retrofits for existing gyms and equipment or integrated into the production of new equipment. All ShapeLog sensor products produce the same, consistent data which is stored in our cloud infrastructure and can be aggregated and consumed by external applications. This creates nearly limitless opportunities for visualizing data, tracking individual progress and targeting goals and milestones in a quantitative manner.



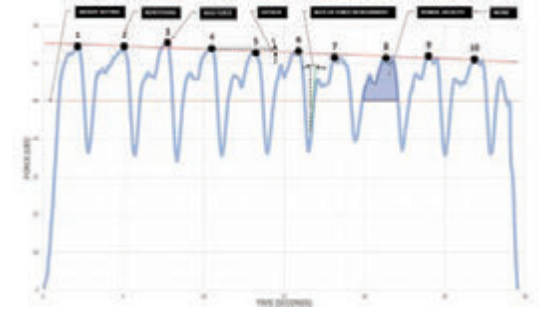


Introducing SmartRower

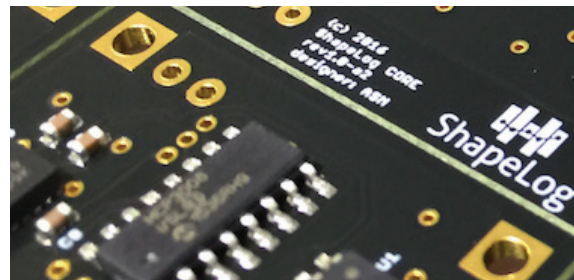
Powering Great User Experiences

At the heart of SmartRower is the Universal Strength Tracker. It is the basic building block for new digital experiences centered around strength training. Once installed, it unlocks premium tracking and coaching from existing, traditional weight machines. High-quality data gives trainers and clients new meaningful insights and allows gym operators to engage with their community in new ways and extends asset management to the entire footprint of the club. With the ShapeLog API, the possibilities are endless.

The ShapeLog ecosystem goes beyond simply capturing weight and counting reps. Power, work, force, fatigue and rate of force development are all also generated/captured.



*The **SmartRower** is a drop-in replacement for rowing handles on existing rowing machines. The SmartRower is brand-agnostic and can be quickly and easily attached to any existing row machine, regardless of brand or type.*



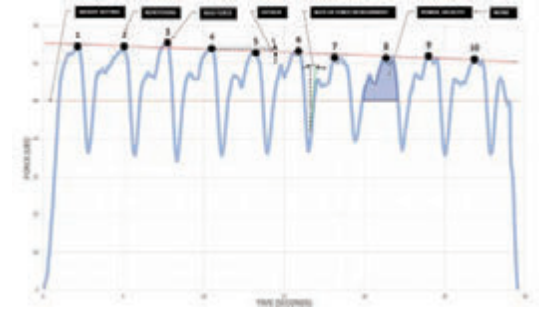


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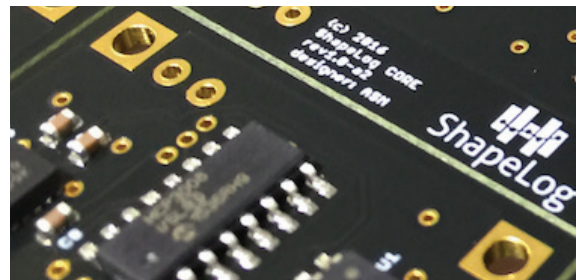
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