

CONTACT:

David Johnson

ECOFIT Networks

P: 250.893.8811

dave@myecofit.com

Woodway USA, Inc.

P: 262.548.6235

info@woodway.com

FOR IMMEDIATE RELEASE

**WOODWAY PARTNERS WITH ECOFIT'S
TO PROVIDE CINTEL - A REVOLUTIONARY, CROSS-BRAND CARDIO MANAGEMENT SOLUTION**

WAUKESHA, WI, May 3, 2016 - Woodway and ECOFIT, industry leader in networking cardio fitness equipment, introduces Cintel, Cardio Intelligence, Spring 2016. Cintel, is a cross-brand cardio management solution designed to network hundreds of cardio pieces on the health-club floor without costly networking infrastructure.

ECOFIT's key to successful cardio management is a robust, high density, long range wireless technology. ECOFIT's solution has been designed from the ground up to address unique challenges in busy club environments. The patented technology works with new and existing cardio equipment, is low cost and does not tie up valuable WiFi bandwidth.

Bryan O'Rourke, president of the Fitness Industry Technology Council says about ECOFIT, "We have entered a new era where big data technology, like that offered by ECOFIT, will have a major impact on Health Clubs by providing intelligence that can significantly enhance profitability and user experience. We are so proud of ECOFIT and all of FITC's supporters and the contributions they are making to this new era of technology in the fitness industry."

The Cintel solution is scalable and designed for easy facility adoption on an enterprise level. Cintel works with all of your cardio brands and allows viewing of the 'health' of all cardio equipment from anywhere at any time. Cintel also helps manage purchasing decisions based on real-time relevant data.

"WOODWAY partnered with ECOFIT because we want our customers to understand the reliability and popularity of products in their facility. With ECOFIT, owners get real time data in a consolidated location regardless of brand on equipment usage and these analytics empower them to get more life out of their equipment but also understand what their members prefer to use. This ensures that equipment is not only running smoothly and available but is the right concentration and mix to service their clients." – Eric Weber, Director of Sales & Marketing for Woodway USA, Inc.

"Cintel offers the most advanced suite of cardio management available today." - Dave Johnson, co-founder of ECOFIT

Cintel Delivers:



WOODWAY WORLD HEADQUARTERS

W229 N591 Foster Court Waukesha, WI 53186 | PHONE (800) 966-3929 | FAX (262) 522-6235

WOODWAY.COM

- Cardio Tracking and Management
- Comprehensive Custom Reporting
- Critical Equipment Status Notifications
- User Defined Summary Dashboards

Learn more about the CINTEL Solution at ecofitnetworks.com.

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ABOUT ECOFIT:

Ecofit founded in 2010 by Philip Rankine and David Johnson is located in Victoria BC. The innovative team recognized early in the need for a cross brand wireless networking solution for cardio equipment. Focused on this goal they developed and patented an industry specialized wireless protocol. Ecofit identified a major gap while working with and building relationships in the fitness industry. A viable Cardio equipment tracking solution was not available and was a need expressed by gyms and manufacturers. Cintel is the system that meets this need. The wireless networking solution created in complete consultation with partners in the industry has revolutionized how equipment is ideally utilized and profits maximized.



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