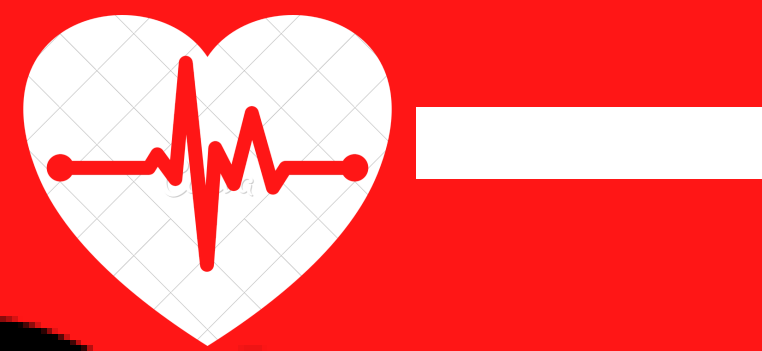


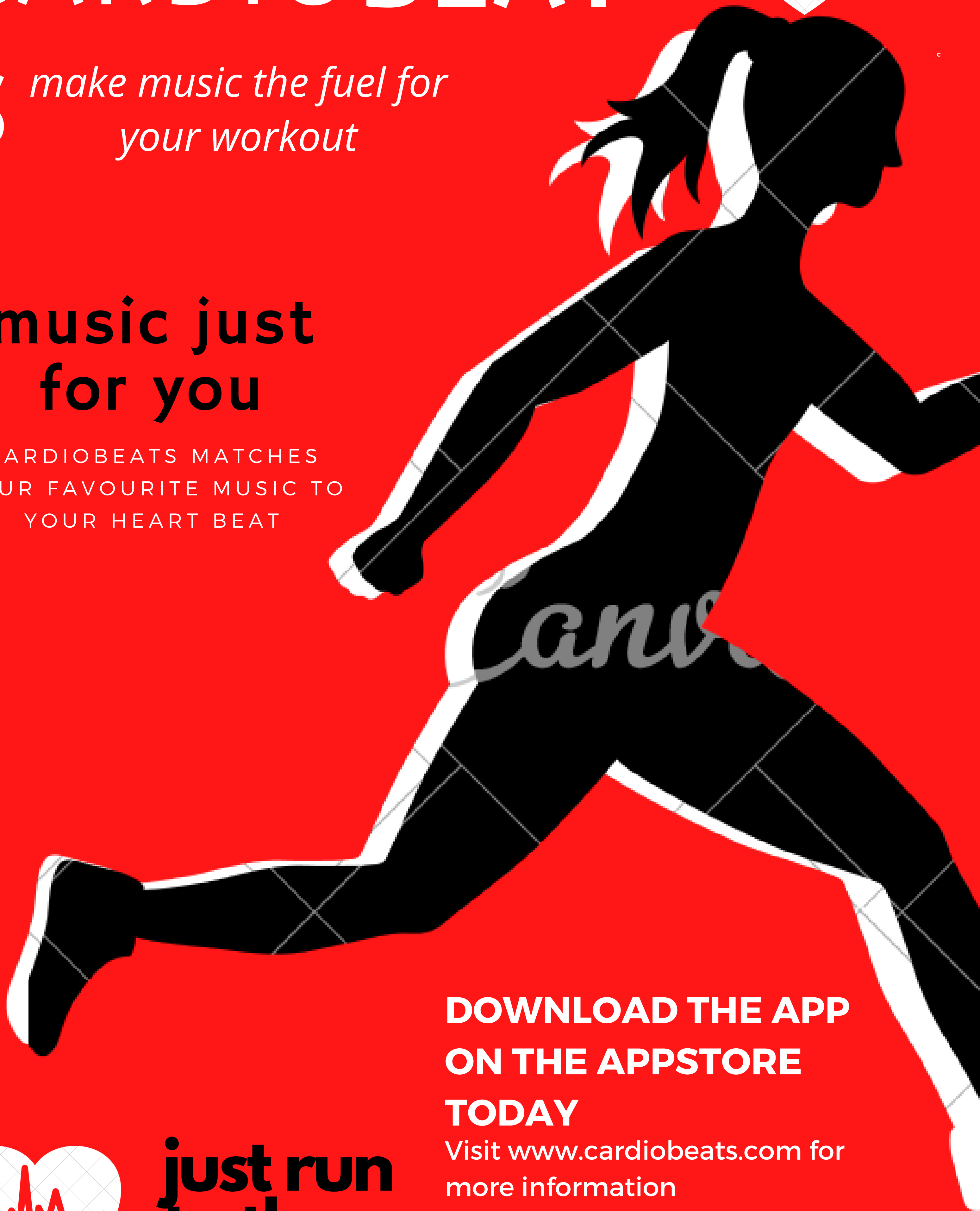
# CARDIOBEAT



**S** *make music the fuel for  
your workout*

**music just  
for you**

CARDIOBEATS MATCHES  
YOUR FAVOURITE MUSIC TO  
YOUR HEART BEAT



**DOWNLOAD THE APP  
ON THE APPSTORE  
TODAY**

Visit [www.cardiobeats.com](http://www.cardiobeats.com) for  
more information



**just run  
to the  
beat.**



# Blueprint



## *what is cardio beats?*

- cardioBEATS is an app and connects to the cardioBEATS heart monitor by bluetooth
- chooses your favourite music to match your heartbeat
- filter through your favourite artists, genres and songs beforehand so cardioBEATS can create the best match
- "suggested song" feature where cardioBEATS analyzes your preferences

## *why use cardiobeats?*

- pace your workout with cardioBEATS and run longer, further and quicker
- listen to your trainer with cardioBEATS to keep track of your heartbeat and your goals
- cardioBEATS pushes you to achieve your workout goals

# Manifesto

*by Lynn Vanderstichele*

Technology has had a revolutionary impact on the information which we can gather about physical exertion during exercise. The use of technology to gather, present and deliver biometric data as understandable information to an individual is becoming an increasingly utilized tool in technological devices. So much so, that biometrics has become very prevalent in technology in the consumer market. Biometrics explores a nuanced type of interaction between user and technology, providing a wealth of personal information to the user. Users use this information to change their lifestyle or experiences.

cardioBEATS however, specifically uses biometric data to target user experience, manipulating and improving the experience of exercise through music. cardioBEATS is an app created with the vision of the convergence of two aspects of technology: music and biometrics.

cardioBEATS measures heartrate during workouts and selects songs from user-specific filters, to match your workout intensity to a song. The aim is to enable the beat of the music to fuel your workout.

cardioBEATS' aim is to inspire motivation in all individuals and to make it easier to achieve personal workout goals.

Ever wanted to beat that mile time or reach a total distance goal? cardioBEATS will make it easier than ever to achieve. cardioBEATS ultimately creates a medium to maximize training output, but also creates an enjoyable, positive and energizing workout experience.

cardioBEATS considers the user in its design. We want the user to understand which music makes the difference to their workout. Which song gave you that extra energy? Which song carried you to the end? cardioBEATS measures and displays heart rate data so that users can review the work out in hindsight. Heartrate can be tracked whilst also seeing which song was played, providing the best opportunity for users to understand and learn what makes their workout successful. cardioBEATS enables users to shape and tailor their workout so that they can optimize it and has the user at the core of its design.