

Huge Untapped Potential For Consumers - Today

Running



Walking



Notes for Previous Slide

TO BE INCLUDED ON Y AXIS OF INFOGRAPHIC – **LEVEL OF EXERCISE:**
HEART RATE; EXHILARATION; CALORIE BURN; CARDIO BENEFITS;
MUSCLE STRENGTH AND CONDITIONG

The text that will be read with the slide:

“There is a huge gap in the exercise level of running compared to walking. In every measure - calories burned, cardio vascular and muscle conditioning, and levels of exhilaration and stress relief - there is a significant gap in the benefits received from the two activities. Today, to receive more exercise than walking delivers, consumers must drive to a health club or if they exercise in their own home they must set aside time and dedicated space.

How The World Changes With Step Up Technology

Running



Step Up Technology



Walking



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The text that will be read with the slide:

“Step Up Technology can capitalize on missing opportunity. Because this is available any time consumers are standing or walking, this provides endless opportunities to receive exercise benefits in ways that are more convenient and achievable than options available today.

In today’s world, consumers buy footwear for the activity. **In the future, footwear with Step Up Technology will CREATE the activity!**

