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# Revolutionary the New i.Concept



**i.concept**  
health & entertainment  
integration



# WHAT IS **i.Concept**



## ➔ the i.Concept Brand

i.Concept offers the 1st display technology designed for the iPad®, iPhone®, and iPod touch®; and the ONLY seamless interface that will run Apps and exercise programs simultaneously. The display console provides power to charge docked devices, but is fully functional without a docked device. i.Concept turns your favorite Apple® product into an integrated, interactive monitor.



**BH**

Made for

iPod iPhone iPad

Enjoy your favorite apps while exercising, charge your iPod touch, iPhone, or iPad in a secure dock, and use your device to seamlessly interface and control the equipment. Watch a movie, read a book, check your email, update your status, and monitor your workout, all while exercising in the comfort of your own home.



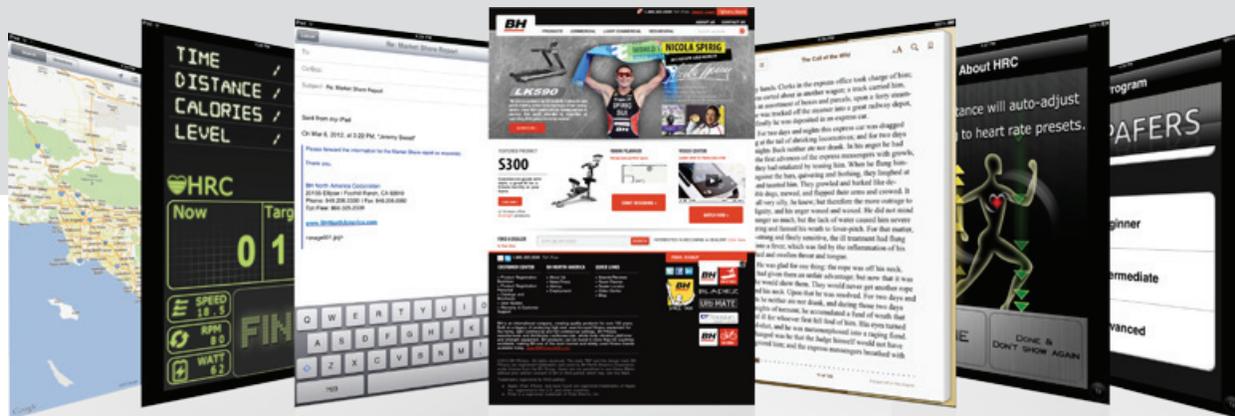
# the benefits of i.Concept

Seamlessly interface your entertainment and social activities with a productive and comfortable workout. Each unit functions as a standalone piece of equipment with a fully functional console. Once docked, your compatible device provides a beautiful and motivating graphical interface. Track and store your workout results, share your workout data on popular social networking sites, watch your movies, read the latest news, play games or communicate with your friends and much more.

## Free Downloadable Apps



Applications like Run on Earth\*, Pafers Pedal and Treadmill monitor, and Burn the Meal are just some examples of the range and flexibility that i.Concept has to offer. Once a new App is released its like you have a whole new machine.



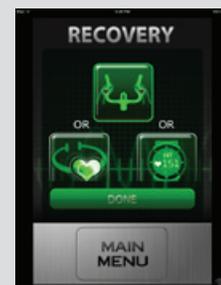
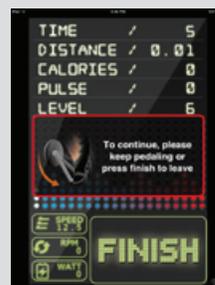
\*Run on Earth only available in Canada

# POWER AND PERFORMANCE BH AND APPLE WORKING TOGETHER

## THE APPLE DIFFERENCE



- Apple has sold over 316 million iPhone, iPad, and iPod touch devices as of early 2012.
- As of early 2012 there have been over 55 million iPad devices sold to date, which is over 75% of the tablet market.
- Apple sold over 3 million iPad minis in the first 3 days it was available.
- 85 Million customers have already signed up for the iCloud service.
- Apple had \$127.8 billion in sales during 2011.
- Apple customers are seeking the latest technology and willing to pay a premium for it.



# STEP-BY-STEP

## HOW IT WORKS



### STARTING THE MACHINE

- Plug the iConcept Exercise Equipment into a 120V wall socket using the included Power Supply.
- Download the Pafers Pedal Monitor app onto the Apple iPad®, iPhone® or iPod® touch from the Apple App Store (do not download the Pafers Pedal Monitor HD app if you see it, this is an old version and will not be supported, it will be removed from the app store shortly).
- Dock the Apple Device to the iConcept console using the 30 pin connector.
- You will note an audible noise when docked correctly (if the Apple device is in Silent mode, this noise will not be heard, instead look at the battery indicator on the product. It will change to show a charging symbol). The console will charge your device regardless of if you are working out as long as the machine is plugged in. This will allow you to use the device, even with high battery use applications, like watching a movie, without having to worry about draining the battery (models using the new Lightning plug will require use of Apple's adaptor which is sold separately).

### OPENING THE PAFERS APP

- Open the Pafers Pedal Monitor application on the Apple device.
- Notice the beautiful graphical interface compared to a normal exercise equipment console.
- There are several sections of the app: Quick Training (a manually adjusted exercise program), Goal (a program that requires the user to set goals such as time and distance), Program (this is where the pre-programmed workout profiles are included), HRC (target heart rate programs), Watt (programs based upon target watt generation), and Recovery (used for cool down after an intense workout).
- Also note the MY DASHBOARD; Set Up; and PAFERS buttons at the bottom.
- When first using the app, it is highly recommended to set up a FREE Pafers account profile. Do this in the MY DASHBOARD section of the app. This will allow seamless use of the product, and avoid having to enter user data each time you use or show the product. The Pafers profile will also allow you to store your workout data. (Note: your workout data is stored in the Pafers cloud, and not on your device, so you do not need to worry about using up your device's memory!)
- The Set Up button allows you to change the units of measure from Metric to Imperial (USA Standard) as well as turn the applications built-in background music On or Off.
- The Pafers button will open a web browser window and take you to the Pafers website.
- Use the Back button on the upper left at any point to go back to the main screen.
- To familiarize yourself with iConcept, start with Quick Training, touch the Quick Training button on the main screen.

## ↘ BEGIN YOUR WORKOUT

- Begin pedaling to start the workout.
- Once you have accumulated some workout time, note the time and distance covered, as well as the workout resistance level (default is minimum resistance).
- Now let's look at one of the most exciting feature of i.Concept: multi-tasking!
- Press the Home Button on the iPad to close the app. Do not stop pedaling, the app is still working in the background. Now you are free to browse any other apps on the iPad while working out. Go browse the internet, check your email, turn on some music, watch a movie or play a game.
- While you are doing any of these things, increase the resistance using the Up/Down buttons on the console. Note that the resistance increases even though the app isn't "open" (it is actually open and running in the background).

## ↘ USING THE PAFERS APP

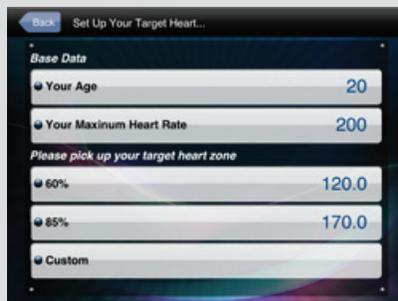
- Now let's go back to the Pafers app to show you that it was working the whole time. You can do this two ways: 1) Re-open the Pafers Pedal Monitor app as you did in the beginning or, 2) using the multi-task function by double tapping the home button on the Apple device, scrolling until you see the Pafers Pedal Monitor icon and tapping it to reopen the app.
- You should still be pedaling. Take note that the time and distance have accrued and the resistance increase you made outside of the app were all tracked by the app!
- To finish the workout, press Finish and stop pedaling.
- If you signed up for a Pafers ID, you can go to the My Dashboard section of the app to review your workout data.
- Feel free to explore the other programs within the app like the Programs, HRC, Watts and Recovery section to see what else i.Concept can offer!
- Also check back with the app store frequently and search for "PAFERS" to see more apps as they are released. Currently the Pafers Pedal Monitor, Tread Monitor, Burn the Meal and \*Run the Earth are already online and more are under development.
- The Burn the Meal app is a great way to track your calories consumed at each meal and target workouts to help burn off the calories consumed. With a user-friendly interface, and huge list of foods including popular restaurants, Burn the Meal is a fun way to help manage a healthy lifestyle.

\* Run the Earth is only available in Canada

## FAQ

- The Pafers Apps will not work unless docked to the machine.
- i.Concept is only compatible with Apple iOS devices equipped with a 30 pin connector (unless using Apple's Lightning Adaptor).
- If the app does not work when docked, please recheck that the device is actually docked (can be confirmed by checking to see if the device is charging, if not, the device is not correctly docked. Remove and re-dock until device is charging).

# SAMPLES FROM THE APP "TREAD MONITOR"



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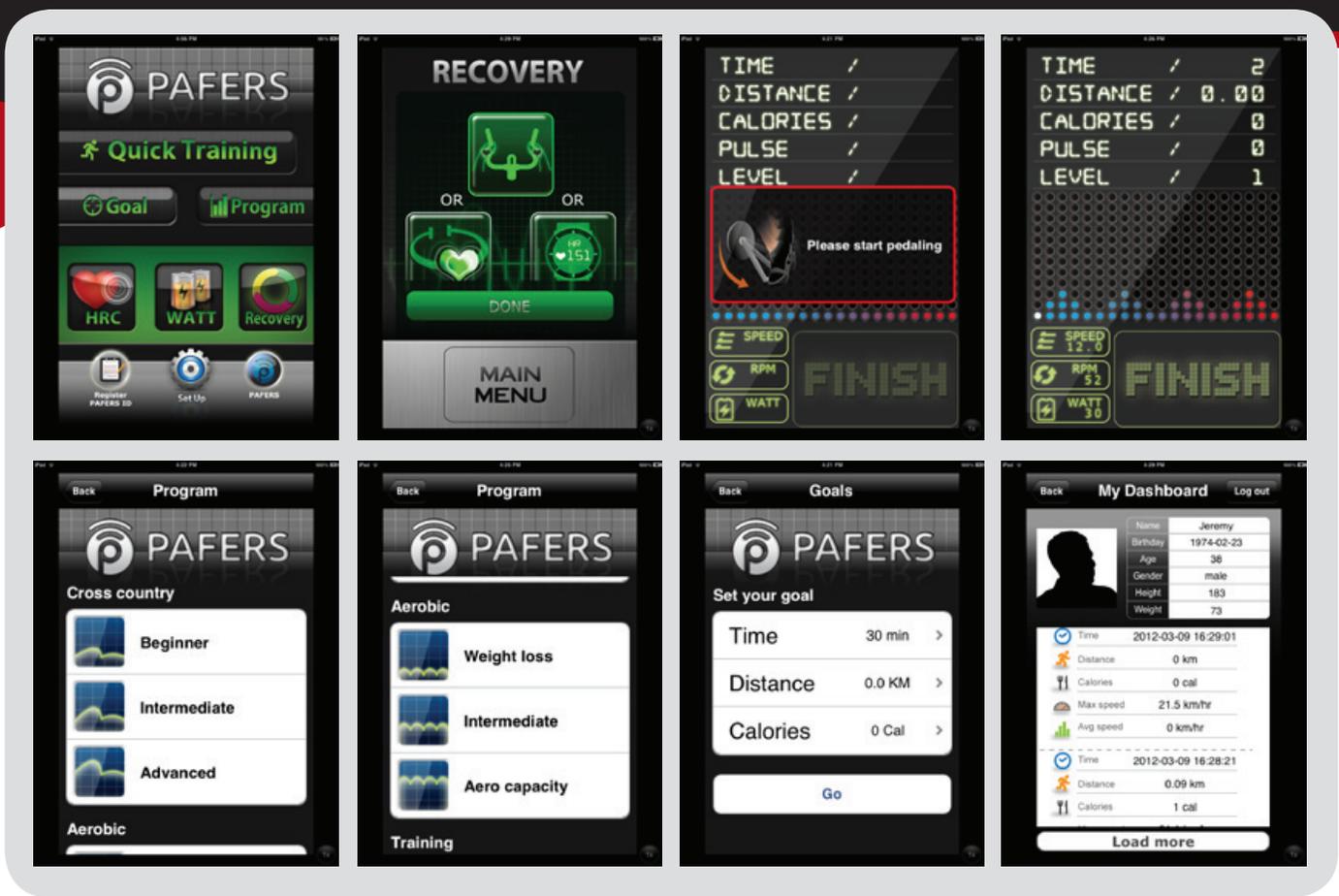
Enjoy your favorite apps while exercising

Charge Your iPod®, iPhone®, or iPad® in a secure dock

Use your iPod®, iPhone®, or iPad® to seamlessly interface and control the equipment



# SAMPLES FROM THE APP "PEDAL MONITOR"



Enjoy your favorite apps while exercising

Charge Your iPod®, iPhone®, or iPad® in a secure dock

Use your iPod®, iPhone®, or iPad® to seamlessly interface and control the equipment

