



VIEWSPORT®

**SWEAT ACTIVATED TECHNOLOGY
YOUR SWEAT + HARD WORK =
MOTIVATION REVEALED**

Capabilities Presentation

Overview

- The ViewSPORT® “sweat-activated technology” is a patent-pending apparel decoration that is quickly changing the athletic apparel landscape.
- Sweat-activated technology provides the athlete with self-motivation through their own perspiration as a workout progresses
- ViewSPORT specializes in transforming body perspiration into apparel panache, offering a way to visually measure the amount of sweat produced in a workout or run.
- Each article or accessory integrated with S.A.T. summons an image only when sufficiently soaked with your body’s energy droplets, visually displaying your hard work during exercises.



Capabilities

- **ViewSPORT Apparel** – ViewSPORT markets its own line of athletic apparel through its website – www.viewsport.us. ViewSPORT apparel is also available to distributors and select retailers. MSRP price point adds value without increasing cost.
- **Private Label** – ViewSPORT can brand and decorate garments to specs of a customer, customizing the silk screening and sweat-activated messaging. Garment selection, silkscreen printing and design provided by customer.
- **Contract services** – ViewSPORT can provide fully integrated project management and garment delivery, including custom a silkscreen, sweat-activated messaging, folding, packaging, and delivery. The technology can directly integrate technology into a customer's pre -silk screened product.



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A man is shown from the chest up, facing slightly to the left. He has a focused expression and his skin is glistening with sweat, particularly on his forehead and neck. He is wearing a light grey crew-neck t-shirt. On the front of the t-shirt, the words 'ALL YOU NEED' are printed in a bold, sans-serif font, with 'IS YOU' printed below it. A large, stylized 'V' logo is visible on the lower part of the shirt. The background is a bright, hazy outdoor setting, possibly a beach or a field, with a body of water visible in the distance. The overall lighting is bright and natural, suggesting a sunny day.

Technical

- ViewSPORT's sweat-activated technology can be applied to many garment types.
- Sweat-activated technology has been tested to remain effective for 70 wash/dry cycles.
- Sweat-activated technology can be applied pre- or post-silkscreen application.

Support

- ViewSPORT specializes in offering its customer low minimums of 72 pieces.
- ViewSPORT offers full graphic design and ideation support.
- ViewSPORT offers a full assortment of point-of-purchase displays/signage to best demonstrate the technology.
- Category exclusivity and partnership opportunities may be available.

Repeat Customers

- Cross Fit (retail)
- CNY Sports (college retail)
- AURA Sports (Yoga focused retail)
- Eastern College Athletic Conference (Championship event)
- Lax World (Lacrosse retail)
- P 90-X/Beach Body (retail)
- Road Runner Sports (running retail)
- U.S. Naval Academy (motivational specialty)
- Hofbrahaus (Specialty event)





VIEWSPORT



EARN EVERY OUNCE

SWEAT ACTIVATED TECHNOLOGY

