



# STYKU

## 3D BODY SCANNING

A detailed brochure with video demos included.

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# From the CEO ...

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*As a fellow business owner, I recognize that funding equipment and IT during these difficult times can be hard. So to help ease the cash burden, we put together some new flexible payment options that make it easier than ever to differentiate your facility.*

## *Why Styku?*

- *Free Unlimited Virtual Education - Get your entire staff trained and certified on Styku well in advance of your unit arriving with [Styku Academy](#)*
- *Touch-less (no handle bars!), private, and automated. Requires no human interaction making it an attractive service for those practicing social distancing.*
- *Assess Health Risks of Underlying Conditions - Styku can estimate risks of diabetes, cancer, and more using its precise and accurate body composition measurements. Offer unlimited 3D health assessments for \$19/mo as a way to build engagement, especially for those that choose not to come back initially, but need a way to track their progress.*
- *Create an Inch-Loss Challenge - Use Styku to measure people's progress as they try to flatten those curves they built-up during their quarantine. There's no better way to show them they're losing inches than with a 3D visual.*



*There's never been a better time to get Styku in your facility. Offers are available for a limited time only .*

*Wishing you and all of your staff a prosperous and healthy return back to business,*

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*Thank you!*

*Raj Sareen,*

*CEO and Co-founder of Styku*

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# STYKU OVERVIEW

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Styku's mission is to ensure that your clients, patients, or members, and staff have access to the most comprehensive total body assessment solution on the market. Styku enables you to increase your membership, personal training, and referral conversion as well as provide an innovative service to your members and patients like never before. This helps your clients, patients or members reach their goals at a higher rate than with any other assessment solution.

Styku recently [reached 1 million scans](#). With an install base of over 1,000 locations in more than 30 countries, Styku now provides wellness assessments every 60 seconds, on average, every single day.

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# WHY BODY SCANNING?

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People are visual. They don't remember numbers. But they remember their scan. A 3D body scan objectively demonstrates progress when a weight scale can't.



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# STYKU DEVICE

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## Equipment

Styku's 3D body scanning hardware is a departure from typical assessment equipment. We believe assessment technology should be non-invasive, non-threatening, informative, and easy to use. For those reasons, we designed Styku to be lightweight, portable, aesthetic, and easy to set-up.

### Turntable

- Requires no handle bars
- Support up to 550 pounds
- Weighs only 15 pounds - Easy to carry!
- Built-in hand grips



### Powerful Computer Laptop

Styku provides a touch-screen enabled computer with Styku's Trainer App pre-installed.

### Digital Weight Scale

An optional built-in weight scale can simultaneously weigh your customer while the platform spins, which streamlines the assessment process.

### 3D Sensor Tower

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- Lightweight aluminum design
- Cylindrical enclosure that houses the sensor and some wiring.
- No calibration of the tower is required.
- Best-in-class 3D camera and depth sensor captures millions of data points in a matter of seconds.
- Includes best-in-class laptop computer.

## Travel Kit

- Take Styku on the road!
- Lightweight design easily fits into to custom-made travel bag and backpack.
- Made of strong durable tarpaulin material with 190T waterproof lining and foam padding.
- Includes straps, pockets and laptop sleeve.



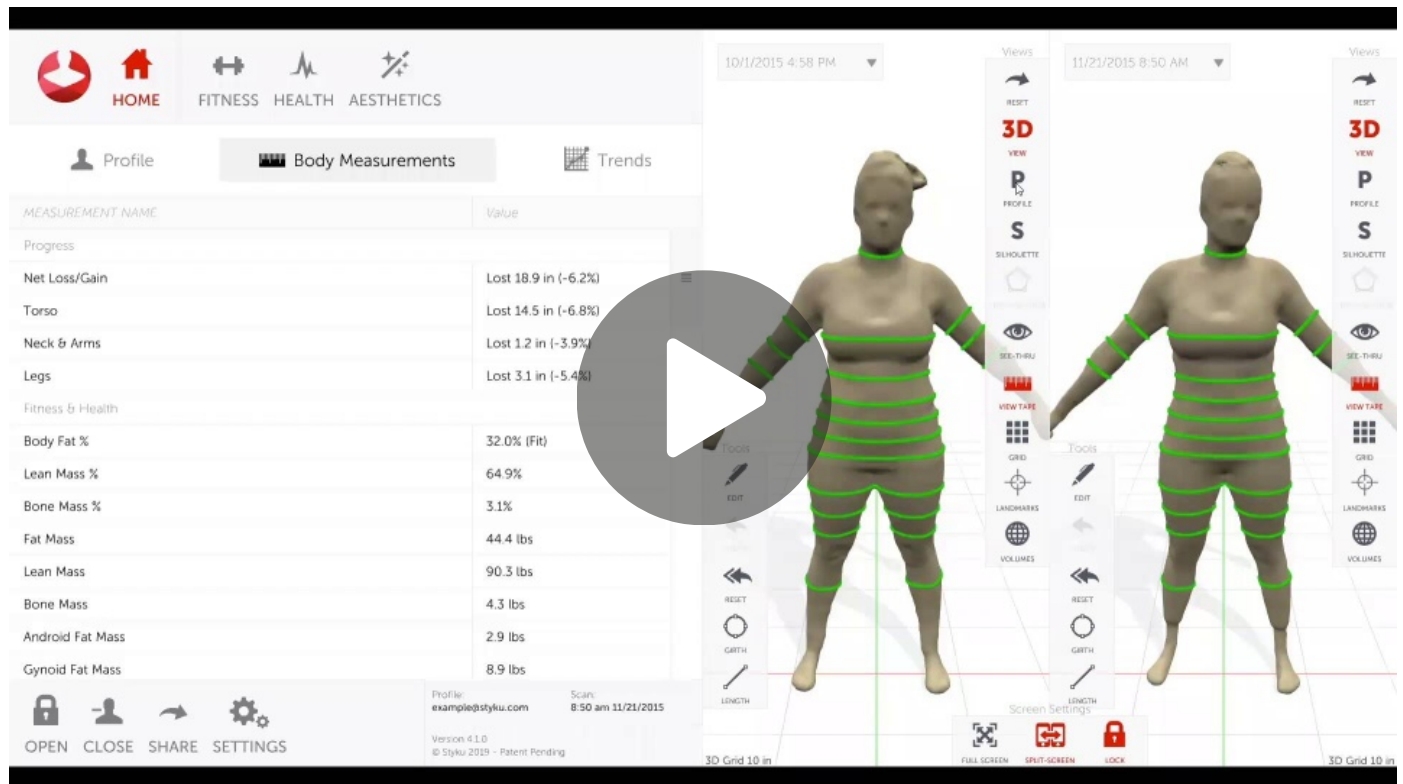
## Warranty

## Styku Care



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- 1-year warranty that covers all parts, labor, and technical support. See [warranty](#) for details.

# STYKU PRO SOFTWARE



- **Coaching and Metabolic Tools** - Provides Goal-Setting, Risk Analysis, and other conversion tools to engage your customers.
- **Instant Results.** Unlike competing solutions that will make your customer wait 5-10 minutes to view their results, Styku generates model in seconds to quickly show your member their scan and results.
- **3D Visualizer** - View and interact with hundreds of measurements in native 3D Viewer. Pinch, Zoom, and Pan to view the body from any angle.
- **Perform Demo Scans** to generate leads, close clients.
- **Cloud-Synced** (results backed up on secure server).

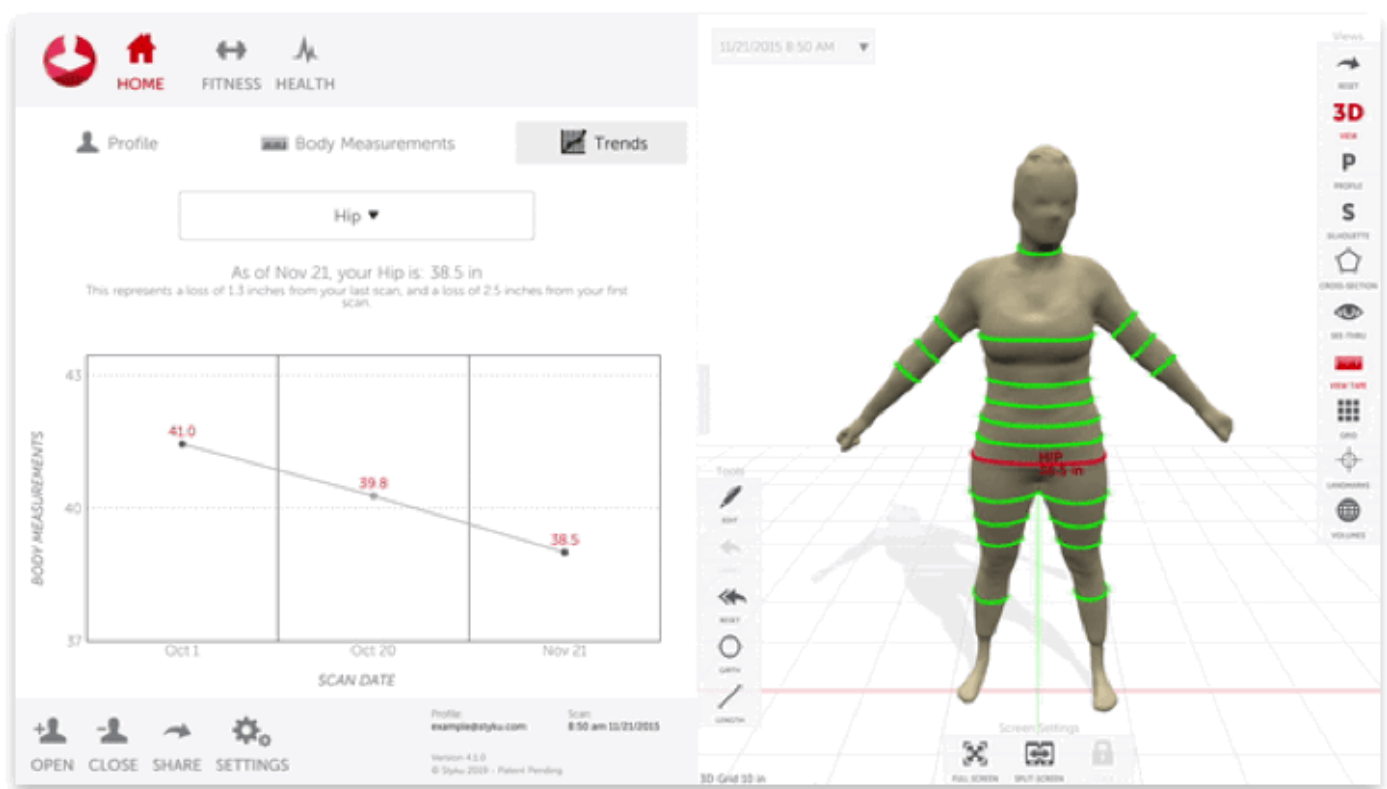
- 
- **Available Everywhere!** Download Styku's Pro Software on as many PC's and tablets as you'd like.

# 3D ASSESSMENT PACK

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## Circumference Measurements

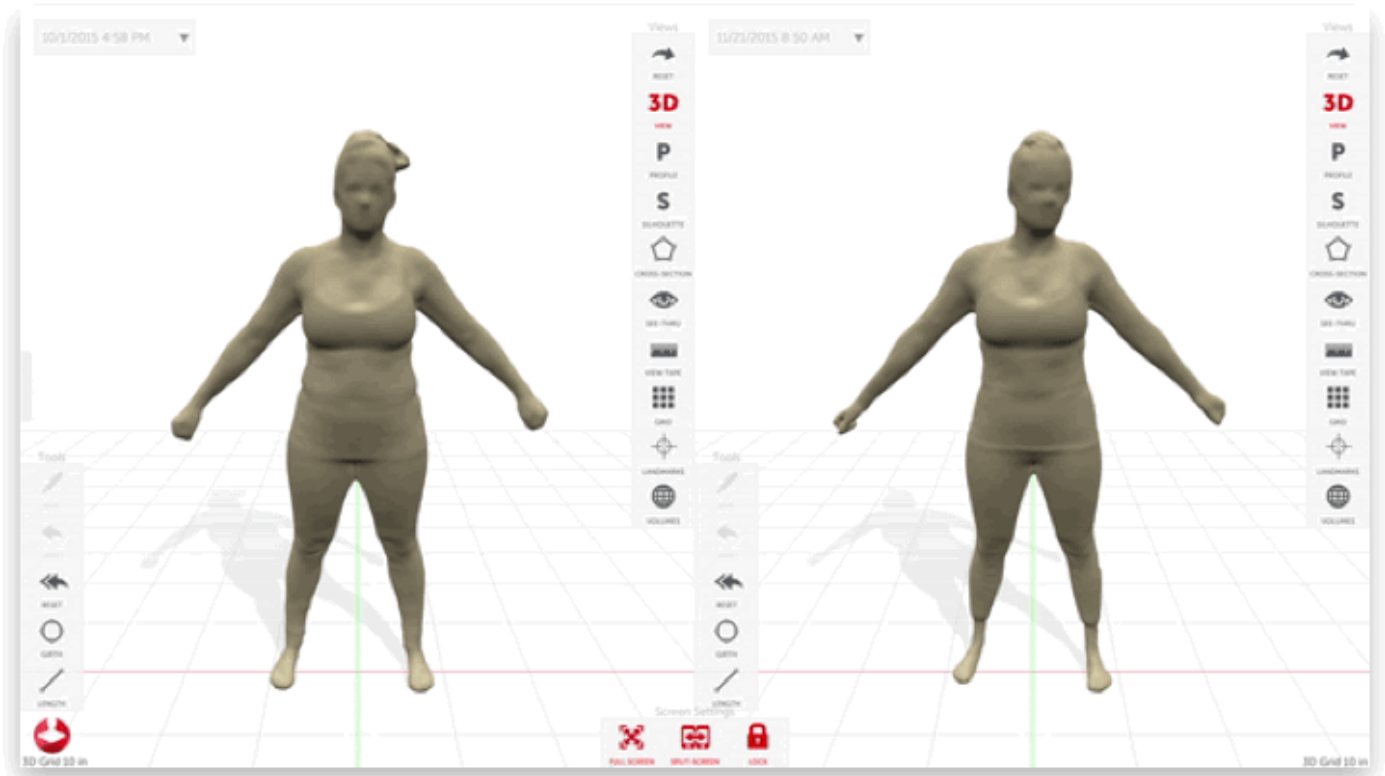
Styku uses a digital tape to measure 21 precise body circumferences across the torso, legs and arms, in full 3D. Measurements, such as the waist, hip, and bust have an average precision of 0.25 inches, which means even the smallest of changes to a member's shape are easily detectable.



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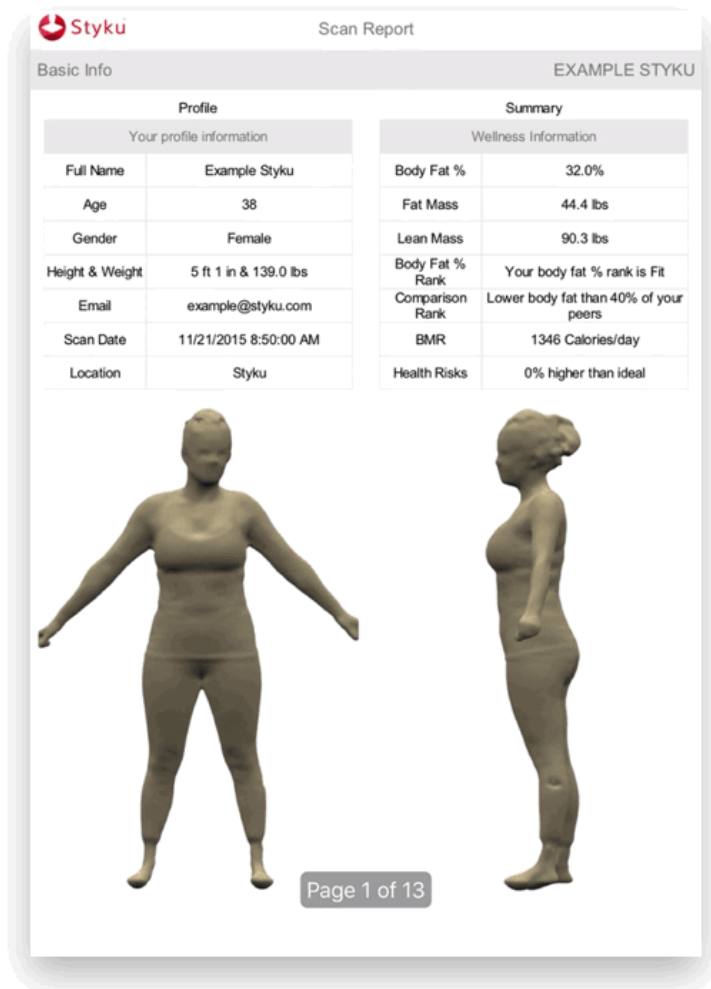
## 3D Before/After and Overlays

Rotate the body to any angle, zoom into parts of the body that need a closer look, and track shape change in a completely non-invasive no-touch and comfortable way.



# REPORTS

Print, Save, or Auto-email scan reports are emailed automatically to your customers.



## SCAN REPORT

Each Scan followed by an automatic email with a full report

Reports are customizable

Add your company logo

Contain goals set during session

Contains all circumferences, body composition values, and more.

# PROGRESS REPORT

Details on how each biometric is changing with time.

Body Composition Report with Visceral Fat and more.

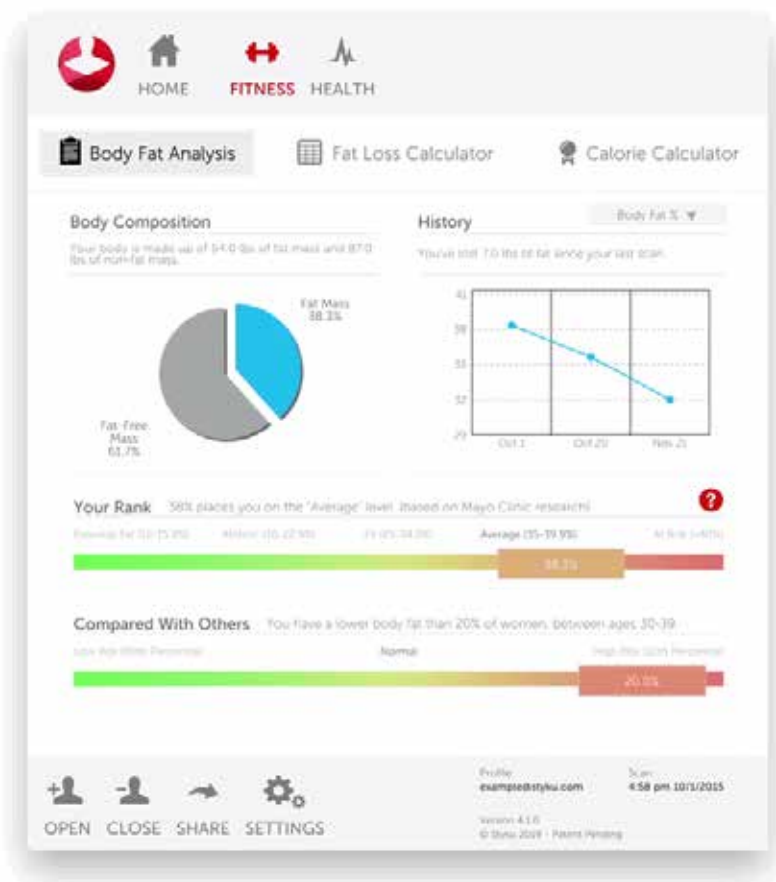
Visual 3D Before/Afters

2D Overlays of key Torso circumferences



# EXTENSIONS FOR HEALTH, FITNESS, AND WELLNESS

Styku is more than just an assessment platform, its a full enterprise-level sales software. Use the fitness and health pack to up-sell or cross-sell clients on your value-add services and keep them accountable to reaching their goals.



## BUILT-IN COACHING AND METABOLIC TOOLS

Rank Body Fat and Compare Results with Peers.

Set Fat-Loss Goals and Target Goal Dates.

Customize Workout Frequency and Calorie Deficits.

Display Basal Metabolic Rate and Calorie Expenditure.

## TRACK DISEASE-RISKS WITH HEALTH INDICATORS

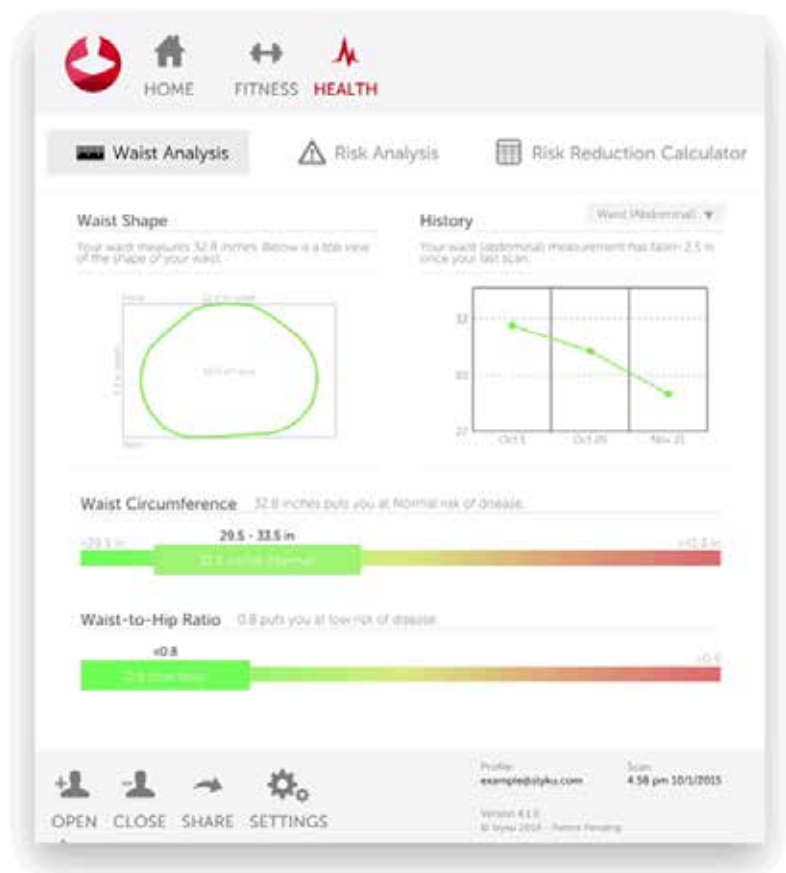


# LIKE WAIST CIRCUMFERENCE

The Trainer App includes a Health module that outlines risks for obesity-related disease.

Set an inch-loss goal for waist circumference.

Tracks progress toward a health goal to reduce those risks.



WATCH DEMO

HOME
FITNESS
HEALTH
AESTHETICS

10/1/2015 4:58 PM

**Body Fat Analysis**

**Body Composition**

Your body is made up of 54.0 lbs of fat mass and 87.0 lbs of fat-free mass.

Fat Mass  
38.3%

Fat-Free Mass  
61.7%

**History**

You've lost 10.0 lbs of fat since your last scan.

**Your Rank** 38% places you on the "Average" level. (based on Mayo Clinic research)

Essential Fat (10-15.9%)	Athletic (16-22.9%)	Fit (23-34.9%)	Average (35-39.9%)	At Risk (40% and up)
			38.3%	

**Compared With Others** You have a lower body fat than 20% of women, between ages 30-39.

Low Risk (90th Percentile)	Normal	High Risk (10th Percentile)
		20.0%

Tools

EDIT

RESET

GIRTH

LENGTH

Screen Settings

FULL SCREEN

SPLIT-SCREEN

OPEN
CLOSE
SHARE
SETTINGS

Profile: example@styku.com Scan: 4:58 pm 10/1/2015

Version 4.1.0 © Styku 2019 - Patent Pending

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# BODY COMPOSITION ANALYSIS

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Styku predicts body fat % without calipers or invasive electrical currents. Simply scan, and see the result with DEXA-quality accuracy. Read about our [internal study](#). Phoenix, Styku's AI-driven body composition system, provides metrics for tracking much more than just body fat %.

## Measurements Provided

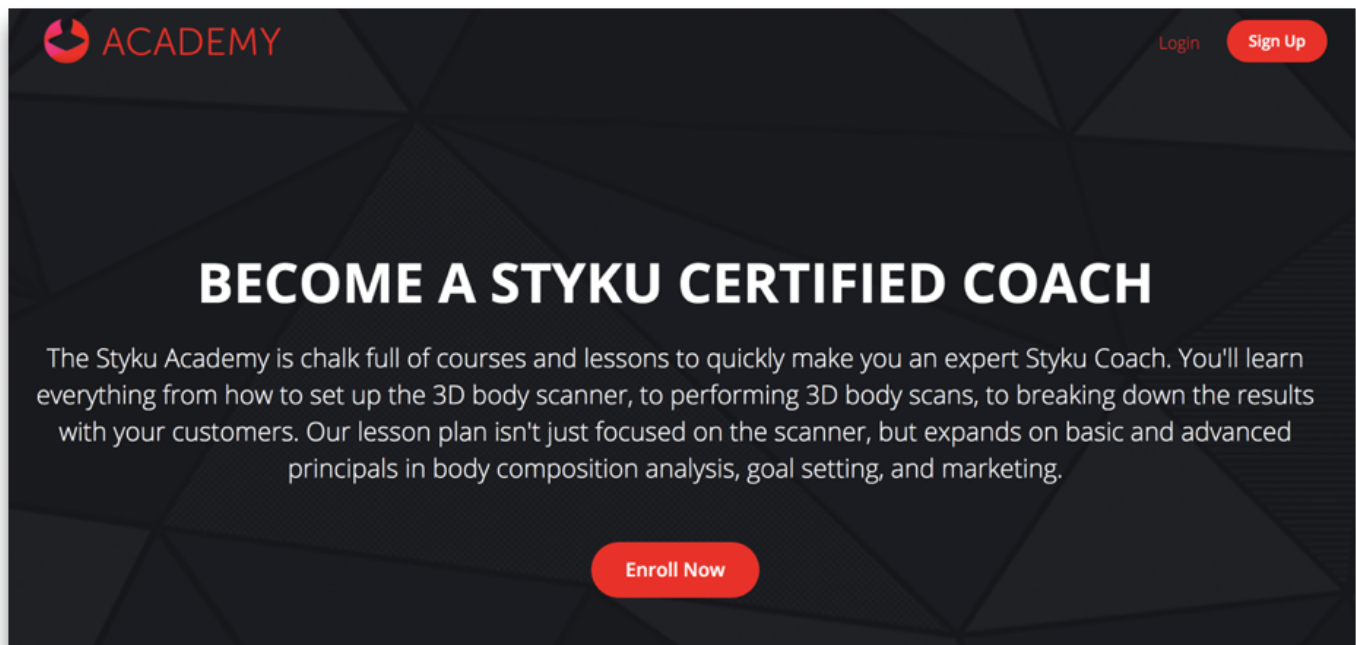
- Body Fat, Lean Mass, and Bone Mass
  - Regional Fat Distribution (aka Segmental Fat)
  - Visceral vs. Subcutaneous
  - Learn more at [www.styku.com/bodycomposition](http://www.styku.com/bodycomposition)
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# EDUCATION & TRAINING

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Styku Academy is an automated training platform to ensure that all users are trained easily on how to best utilize Styku's hardware, software and perform assessments.



The banner features a dark background with a geometric pattern. In the top left corner is the 'ACADEMY' logo with a red circular icon. In the top right corner are 'Login' and 'Sign Up' buttons. The main heading is 'BECOME A STYKU CERTIFIED COACH' in large white letters. Below it is a paragraph of text describing the academy's offerings. At the bottom center is a red 'Enroll Now' button.

**ACADEMY** Login Sign Up

## BECOME A STYKU CERTIFIED COACH

The Styku Academy is chalk full of courses and lessons to quickly make you an expert Styku Coach. You'll learn everything from how to set up the 3D body scanner, to performing 3D body scans, to breaking down the results with your customers. Our lesson plan isn't just focused on the scanner, but expands on basic and advanced principals in body composition analysis, goal setting, and marketing.

Enroll Now

## Certification Program Details

- Learn how to easily setup Styku, perform a scan, and analyze results
  - Includes 14 Video Lessons (from 2-10 mins each) - Play/Pause/Rewind at any time.
  - Includes quizzes throughout ensuring completion.
  - Staff receive a digital certificate, building confidence and adding to their credentials.
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- Keep staff accountable to your protocol for assessments.
  - Closed Captions Available in 9 languages.
  - Separate course on Advanced [Body Composition Analysis](#)
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# SUCCESS STORIES

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***"It empowered me."***

Alex Upton  
Get Focused



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[VIEW MORE](#)

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# CLIENT TESTIMONIALS

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***"Styku is the hook that converts leads into members and it helps up-sell "***

Nick Cooper,  
Director of Operations, Profile by Sanford, San Antonio



***"Monthly Group Training increased by 250%."***

Jeronimo C Provencio  
General Manager, [Gold's Gym Cheyenne Wyoming](#)



***"Styku is a game-changer to our business. I really like that it's so portable. We have used other scan devices, and this is the best yet! It can and will add revenue to your bottom line"***

Spencer Chipping,  
Managing Partner, Profile by Sanford, Salt Lake City



***"The best 3D imaging hardware and user friendly software in the market. Working with their team has been an extremely pleasant experience."***

Greg Maurer,  
VP Fitness, [Workout Anytime](#)

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***"Double-digit growth in training revenue and a nice bump in membership sales."***

Craig Pepin-Donat,  
Executive Vice President, [Crunch Fitness](#)



***"A valuable tool not just with sales, but throughout the entirety of the client journey"***

Kelsey Manilla,  
Studio Manager, [Fitness Together](#)