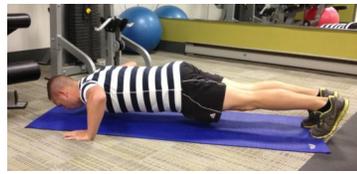


Why QR Fit Trail Is Right For Your Community Now.

Already have an existing trail system in place? Looking to give it a “facelift” and repurpose all that equipment? Check out our “QR Fit Trail Equipment Stations!” Same great features of our trail—available for YOUR equipment!



# QR FIT

## T R A I L

Fitness on your phone | qrfittrail.com

Sample Video



Smartphone ownership by demographic group—gender, age, race/ethnicity  
% within each group who own a smartphone

|                      |                 | Own a smartphone   |
|----------------------|-----------------|--------------------|
| All adults (n=2,252) |                 | 56%                |
| <b>Gender</b>        |                 |                    |
| a                    | Men (n=1,029)   | 59 <sup>b</sup>    |
| b                    | Women (n=1,223) | 53                 |
| <b>Age</b>           |                 |                    |
| a                    | 18-24 (n=243)   | 79 <sup>cdef</sup> |
| b                    | 25-34 (n=284)   | 81 <sup>cdef</sup> |
| c                    | 35-44 (n=292)   | 69 <sup>def</sup>  |
| d                    | 45-54 (n=377)   | 55 <sup>ef</sup>   |
| e                    | 55-64 (n=426)   | 39 <sup>f</sup>    |
| f                    | 65+ (n=570)     | 18                 |

Source: Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

**Fit Point 1**— “Exercising in natural environments was associated with greater feelings of revitalization, increased energy and positive engagement, together with decreases in tension, confusion, anger and depression.”

- *Peninsula College of Medicine and Dentistry*

**Fit Point 2**— “As of February, 2012, more U.S. adults own SmartPhones than simpler feature phones.”

- *CNN*

**Fit Point 3**— “A third of American adults are overweight. Another third are obese. Combined, 68.8 percent of U.S. adults are either overweight or obese.”

- *CDC*

### About Us:

QR Fit Trail, LLC, was founded in 2011, and is the brainchild of a team consisting of a certified physical fitness instructor, and an experienced technology specialist. Jay Levesque is a leader in physical fitness and has in excess of 10 years experience in the field. He has also represented the United States as a member of the US National Australian Rules Football Team, the US Revolution, for 6 years. Kurt Kohls, our other co-founder, is a leader in the field of technology for over 11 years, and has presented cutting edge technology ideas at International Technology Conferences.

# QR FIT

## T R A I L

Fitness on your phone | qrfittrail.com

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# QR FIT TRAIL

*Fitness on your phone*

**DON'T LET THE NAME FOOL YOU—  
QR FIT TRAIL IS MUCH MORE THAN  
JUST A TRAIL COMPANY!**

Based out of the DC Metro area, we are dedicated to enhancing the fitness experience in spaces utilized by individuals, residents, and patrons. Our Fit Trail and FitBoard systems are simple to install and instantly add value to any property. Our signage houses over 150 exercise videos which can be viewed on Smartphones. Users scan a QR code for either Upper, Lower, Core Body or Flexibility, choose their intensity level, watch the video and perform the exercise. Exercise videos are changed out frequently, keeping our system new and invigorating for the end user. Quarterly reports are also provided, compiling real-time usage metrics.

Where Can I Find QR Fit Trail?

Here are just a few places:



### CORE Body Workout

- Planks
- V Sits
- Mountain Climbers
- More!

### UPPER Body Workout

- Triceps Push Ups
- Shoulder Taps
- Cross-Over Push Ups
- More!

### FLEXIBILITY Workout

- Calf Stretch
- Deltoid Stretch
- Triceps Stretch
- More!

### LOWER Body Workout

- Squats
- Lunges
- Speed Skaters
- More!



### Fit Trail

- 6 18"X18" Dibond Signs
- (1 Welcome Station + 5 Workout Stations)
- UV Protection
- Anti-Graffiti Laminate

Great for:

- Park Trails
- School Trails
- Neighborhoods
- More!



### FitBoard

- 24"X36" Dibond Sign
- UV Protection
- Anti-Graffiti Laminate

Great for:

- Fitness Centers
- School Tracks
- Community Centers
- More!

**Check out more features below!**

- No additional fitness equipment is necessary!
- Fraction of the cost of traditional parcourses!
- Quarterly reports on fitness usage!
- Trail offers new videos each month!
- Leaves small footprint on nature!
- Your community members already OWN their devices!
- Over 300 minutes of instructional, exercise videos!
- Participant chooses own level of exercise for their very OWN workout!

