

THE
OUTLOOK IS **BRIGHT**



Commercial TVs Will Pump Up Member Engagement

AN LG WHITEPAPER FOR THE FITNESS MARKET



Introduction

With a rise in boutique fitness, many fitness facilities and gyms rely on providing a unique brand experience to attract new members and to retain already existing clients. LG's Hospitality TVs with Pro:Centric® help create a unique atmosphere by offering a wide range of benefits for the modern fitness member thirsty for digital interaction.

It's worth noting that the Health Club Industry Revenue totaled \$94 billion in 2018. According to the IHRSA (International Health, Racket and Sportsclub Association) there are over 210,000 clubs serving 183 million members worldwide, a 12 million person increase in one year. With total numbers only equating 6 percent of the population, there is a lot of room for growth in the health and fitness industry.

Attracting and retaining members is of the utmost importance. For the past few decades, traditional TV screens have been popular in gyms and health clubs. Nowadays, too many clubs have been under-utilizing displays and thus, missing out on a big opportunity for revenue and retention gains. Pro:Centric can be used in dynamic ways to engage members, promote products and services and advertise partnerships with local businesses like never before.

Fitness centers that recognize the potential value for commercial-grade TVs can quickly set their brand apart.

Now more than ever there exists an ever-expanding range of digital solutions. From set top boxes to high-end SoC (Systems on Chip) networking with remote management, Pro:Centric solutions meet the competitive demands of fitness centers and gyms across the country. After all, the more eyeballs you attract, the quicker you achieve a return on investment and start to profit from your televisions.

Some may think that commercial-grade TVs are just an additional cost without many additional benefits when compared to consumer-grade TVs, however commercial-grade installations provide added protection, on-site maintenance and extended warranties while also providing content distribution to help members make fitness a part of their lifestyle. After all, every fitness center desires a solid membership base. Hospitality TVs with Pro:Centric is a smart way to ensure members stay engaged and continue to return well after New Year's resolutions have faded away.

¹ <https://www.ihrsa.org/improve-your-club/industry-news/global-health-club-industry-revenue-totaled-94b-in-2018/>



Delivering the Message Digitally

Step into most gyms, large or small, around the country and you are likely to find people doing two things: working out and watching a screen. While the gym remains a space dedicated to bettering oneself, more and more members are using their time at the gym to multitask; putting in time on the Stairmaster while watching local programming.

Technology is an essential tool to keep members informed, connected and engaged. Fitness members need to be inspired to keep pushing through their tough workout, updated on last minute class changes or special offers, and entertained with content to keep them motivated. Ultimately, fitness members want a gym experience that connects them to their fitness fraternity and inspires them to continue on their health journey.

How can gyms and athletic clubs fulfill these needs? Communication. Most fitness centers use a few select channels to update their members about class schedules, events, health tips and more. Common channels are websites, monthly email newsletters, social media postings and poster bulletin boards. However, in today's fast-paced world, members are used to a digital immersive experience. Screens are today's solution for communicating with gym members. The good news is that most fitness gyms have content and screens to implement digital message, and with simple plug and play solutions, clubs can modernize their spaces quickly.

Making a Great First Impression

The first-time gym experience can be intimidating to prospective members and is a major hurdle to increasing and retaining membership. Installing commercial-grade TVs in the reception area addresses this issue by welcoming members with relevant information and wayfinding signage to direct members to the different areas in the facility. Knowing where to go or what machine to use helps newbies feel comfortable and engaged.

Welcome videos and digital tours of the facility helps familiarize prospective members with the space while also informing them of any additional services offered. The tour can be followed by membership details and pricing. Prospects get all the beneficial details they need for membership without having to speak to staff.

Deliver Real-Time Information to Create Engaging Common Areas

Offer Relevant Content and Messaging

Use commercial-grade TVs around the facility for a modern way to offer relevant content and messaging directly to members. Benefits include:

- Keeping members engaged
- Improving member retention
- Promoting services and classes e.g. Spa Specials, Spin Classes, Healthy Protein Shake of the Week
- Offering health and wellbeing tips
- Reinforcing loyalty programs and unique offers
- Streaming training videos catering both to the individual and group fitness experience

Increase Socialization with Members

Pro:Centric is perfect for gyms to showcase their social media feeds and drive social connections.

- Ask members to check in via Facebook
- Chat up trending classes or bios on instructors
- Offer meal-prep tips and healthy recipes
- Highlight members progress, create contests that motivate and engage

Showcase Personal Trainer Profiles

A great, in-demand trainer can increase membership numbers all on their own.

- Create and display personal trainer profiles on your screens as an easy way to promote the caliber of the staff. The more gym members become familiar with the training staff, the easier it is to upsell memberships with personal training sessions.

Pump Up Infotainment

Offering entertaining content keeps members in the gym longer.

- Display curated content e.g. live sports TV, news programs, health tip videos and more
- Show tutorial information on how to use the equipment properly in your gym

Plugging relevant and targeted information will boost member experience and promote loyalty. The more information members have, the more likely they are to come back and tell others about their experience in your center. Fitness centers and gyms can use commercial TVs to increase revenue by offering digital advertising to partners. Allowing partners who are eager to target a health-conscious audience to advertise their products or services can increase the ROI of your digital displays investment. Plus, connecting your members who have an affinity for the partner brand is a bonus retention tactic.

Display Class Schedules

- In addition to promoting personal trainers, digital displays in a gym allow you to better communicate fitness class schedules and information.
- The variety of classes available at gyms nowadays is enormous; from spinning to TRX, and it can be overwhelming for members to find the classes they want. Using screens to display class timetables helps members sign up for new classes and increases participation.
- If membership drops, classes can be promoted with greater prominence and screen-time. Class schedules can be updated remotely and instantly, making the life of admin staff easy when it comes to making updates.

Announce Spa, Retail and Snack Bar Information

- Many large fitness centers include spa, snack bar or retail spaces, but often times members aren't aware of those amenities. Fitness centers can use their commercial displays to advertise all of the amenities, and earn additional revenue while providing a real incentive for members to come back and renew their membership.
- Displays located in reception areas and throughout the facility can effectively promote retail offerings and providing the opportunity for additional revenue. Members informed about snack bar specials or spa treatment days are more likely take advantage of them, as opposed to members receiving an email promoting the offers.

Specific Applications for Commercial TVs

LG's Pro:Centric platform allows end-users to use commercial TVs in applications ranging from wayfinding to work out areas – with full software and technological support available.



Wayfinding

From simple maps to interactive touch screens with compatible apps for off-loading directions, wayfinding solutions are as simple or as complex as needed. And with touchscreen and mobile integration through apps on Pro:Centric, interactive and indoor mapping has never been easier.

Scheduling and Booking

Pro:Centric supports real-time data integration so gyms can create real-time fitness class and room schedules. Room management is simplified, and operators can keep track of what's going on in each room.

Digital Bulletin Boards

Save paper and ink with commercial TVs that can be updated with customized content in real-time. Content changes and displays can be controlled from a central location or remotely.



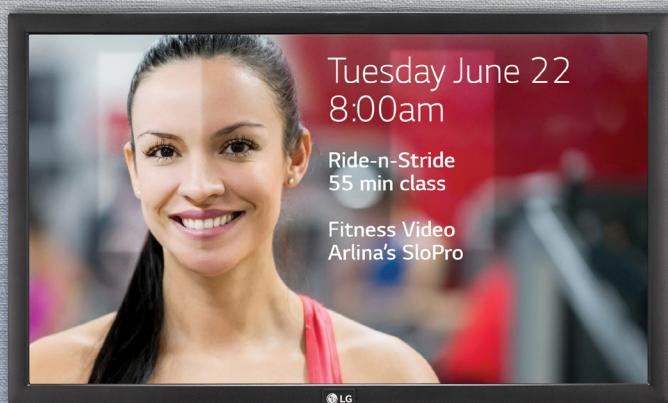
Advertising and Branding

Make your brand logo and promotional messages stand out and get noticed. LG's Pro:Centric platform makes it easy to change your offers so you can maximize advertising results based on time of day or rotational advertising calendar.

LG Commercial TVs for Gyms and Fitness Centers

Commercial TVs are already scattered around gyms for members to watch while they work out. Typically these screens only display music videos and TV shows, which are fine for entertainment purposes, but do not complete the gym experience. These same TVs would serve the gym member better by offering content on best practice form videos for different exercises and machines; a great improvement on the very limited and often unclear instructions displayed on machines, as static images cannot properly convey movement.

With gym memberships at an all-time high and new fitness facilities opening every day, fitness centers need to ensure they provide an experience that will keep members coming back. One key way to connect with members is through cutting edge technology. While consumers are used to accessing content so readily, gym businesses need to incorporate commercial TVs that provide a high level of inspiration and engagement in their venues. While gym-floor music and good quality equipment is also essential, TVs provides the perfect way to reach members at various stages of their fitness journey, assist with communication and engage members with entertaining content and relevant advertising.





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