

Central Iowa Tech Startup Promises to Revolutionize Fitness Industry

DES MOINES, Iowa, Oct. 15, 2014 (SEND2PRESS NEWSWIRE) – Central Iowa technology start up, Xstreaming Fitness has developed a software solution that will revolutionize the fitness club and personal fitness industry. By offering online access to custom, live and recorded fitness and training video, the Xstreaming Fitness program hopes to help Fitness Clubs broaden their services, expand their marketplace as well as reduce member turnover as well as increase satisfaction and engagement.

When a busy central Iowa couple became frustrated at trying to find the time to exercise together, they came up with a solution that promises to revolutionize the fitness industry.

Jennifer and Dave Handsaker are a typical professional couple. Their days start early and end late and the pressures of work and family make it hard to find time to drive to a fitness club to work out. Living miles away from their fitness club just made the problem worse. So the Handsakers did what many couples in similar situations do, they turned to fitness DVDs to work out. And, like many others, they found the experience less than satisfying.

One day as they were trying to work out to yet another DVD, Jennifer turned to her husband Dave and asked, “Why can’t we just set up a streaming system with a gym we actually like, and access it through the web?” That simple question was the beginning of central Iowa’s newest tech start-up, XStreaming Fitness.

Dave and Jennifer knew they had a good idea, but they needed help getting it off the ground. They turned to Michael Andersen, an experienced technology and business development start-up expert who knew how to turn the idea into a profitable business.

After securing private financing and spending two years developing, market testing and tweaking their product, XStreaming Fitness is now rolling out to fitness centers in central Iowa.

XStreaming Fitness allows fitness centers to provide live streaming and 24/7 on-demand availability of classes and sessions with trainers. “The live experience is different than working out to a DVD,” Andersen said. “There is a real engagement like never before; your coach participates in your success and struggles. There is a real boost from working out with other people you know, being accountable and involved, and tapping into encouragement from your social media friends. Members love the out-of-gym class dialogue and the personal messages from the instructors. The system even uses simple text messaging to help them track their fitness goals on-the-go.”

The XStreaming Fitness system is currently available at Goals in Motion, a fitness center in Urbandale, Iowa. “We had a lot of members asking us about what to do when they move or travel,” said Sandy Hafner, co-owner of Goals in

Motion. "That's when Dave and Michael approached us with XStreaming Fitness. We are really pumped about it. Our customers like it and it's really easy to work with."

The new company is in the process of introducing the system to more fitness centers and is ready to start national distribution.

"XStreaming Fitness will help fitness centers attract and keep new customers," Handsaker said. "It allows customers to get the real-time, interactive benefit of fitness center training without the hassle, the crowds or the 'gymtimidation' that drive many people away from other offerings."

"XStreaming customers can work out with their regular trainers and attend their regular fitness classes even when they have to work late, or when they are traveling – basically anytime they can't make it to the gym," Andersen added. "XStreaming makes it possible for busy people to keep up their fitness program and keep in touch with their trainers."

For more information, visit: <http://www.XstreamingFitness.com/>.

Video Link: <http://youtu.be/Qrh-1zm1keY>.

Blog Link: <http://cre8wow.me/XSF-MembershipRetention>.

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