



**DIGITAL SPORT AND FITNESS SERVICES**

# Carbon History



- Basics
  - Founded: 2001
  - Employees 7
- Business
  - IT Engineering & Consulting
  - References: Siemens, Alcatel, Merck et al.
- Tec-Stack
  - Enterprise, Web, Mobile, Embedded



# Sportics

- Triggered problems
  - Athletes: Complicated and/or proprietary tool landscape
  - Business: Media and system disruptions; Partial solutions and/or poor interoperability
- We combine our technical high skilled experience with our love to sports
- Vision: Open Fitness Cloud

# Open Fitness Cloud



- Open for every device, format and sport
- Data and service driven value chain
- Comprehensive and independent
- Accessible from anywhere
- Added value for „everybody“

# Some References



- Runnersworld
- Asics
- Tanita
- German Athletics Association
- MILON



# Products

- Sportics Hub
- Sportics Web
- Device Communication Agent
- Sportics Mobile App



# Services

- Custom Development for Device Vendors
  - Web-, Mobile- and Desktop Agents for „Sportics independent“ Device Communication
- Integration Development for Sportics Customers / Distributions
  - Adatpors, Add-Ons, ...
- 1st Level Support
- Data andStore Management & Operations

# Sportics Hub



- Backend Data Services
  - Convert data from several formats and provide in one format via normalized JSON format
  - Pushing data to several platforms
  - Retrieving data from file, device, mail or platforms
  - Additional realtime interface (streaming workouts)
  - Export data in several common formats (planned for 2014)
- Business Model
  - Data Usage Driven
  - Per active user
  - Add-Ons as one-time fee
- On-Demand or Dedicated



# Sportics Web



- User Services (Web) for athletes and coaches
  - Training and Fitness Log (incl. Analyze)
  - Coaching and Team Features
  - Community Features in Social Network Integration
- White Label (Customer Branding)
- Business Model
  - Data Usage Driven
  - Per active user
  - Add-Ons as one-time fee
- On-Demand or Dedicated

# DCA



- Retrieve Data from devices
  - Sport Watches
  - Cardio Devices
  - Sport- and Fitness Tracker
- Send Data (e.g. Plans) planned for 2014
- Direct accessible via Webbrowser
- Mobile Agent planned for 2014



# Mobile App

- Sports & Fitness Tracker
- „Mobile Add-On“ to Sportics Web
- Supports external sensors
- Available for Android and iOS

# Technology Stack



- Backend Products: J2EE
- Frontend Products: HTML5/CSS/JS
- Desktop Products: C/C++
- Mobile Products: Java/Objective-C
- 3-Level API
  - HTML Widgets
  - RESTful API
  - Code API (Java API)