



## Kinotek Brings Tremendous Value to Lake Nona Performance Club

■ **Why did you decide to partner with Kinotek? What problem were you looking to solve; or what solution were you looking to incorporate?** We were looking for a motion capture analysis system that was both simplistic and efficient to provide all our members a chance to see how well their bodies move. The Kinotek system allows for consistent and accurate measurements from resourced scientific normative data we can then provide our members with as well as the capabilities to demonstrate progress over time.

**What are the benefits to your business as a result of this partnership?** With the use of Kinotek during our standard member onboarding service, our fitness coaches can talk to the benefits of hiring a fitness coach to address deficiencies and asymmetries shown through the Kinotek lens. This brings tremendous value to our personal training and sports performance programming. When members complete follow up assessments, the trainers can show how their programming is making an impact on their movement patterns by showing comparisons between their baseline assessment and the most recent.

**What are the benefits to your members as a result of this partnership?** Our partnership with Kinotek sets us apart from other fitness facilities as a way to include a single camera motion capture analysis within our complimentary member onboarding

service. It provides our fitness team with a scientific eye in recognizing movement deficiencies and asymmetries which they can use for programming an individualized exercise routine to make changes. While the subjectivity of a member to tell our team they feel they are moving better, Kinotek allows the member to see exactly how much better they are moving.

**Have you been pleasantly surprised by working with Kinotek in any way?** Kinotek has been a great partner with the Lake Nona Performance Club. They are quick to respond to questions and concerns that pop up. It's been great working with a company that listens to its customers. Ideas and suggestions have been recommended and it's great to see them come to fruition.

**What else can you tell other club owners about the benefits of working with Kinotek?** Kinotek is a company that takes the comments and suggestions from their customers seriously. They want their product to be successful for their customers and are willing to adjust as needed to make the end user experience seamless. I had the opportunity to work with Kinotek as a customer when they first started out and the progress that has been made, and the suggestions they have listened to and made changes on have been incredible. I look forward to seeing the innovation of Kinotek continue to evolve. We are happy to have this system at the Lake Nona Performance Club.



**Matthew Harris**

**Title:** Human Performance Lab Manager

**Club:** Lake Nona Performance Club

**Number of Locations:** One

**How long they've been a customer:** Over two years

For more information, call 207.805.1919, email [contact@kinotek.com](mailto:contact@kinotek.com) or visit [kinotek.info/clubsolutions](http://kinotek.info/clubsolutions).