

For Your Information...

We've invested 18 months in market research and pilot testing X bytes™ with a wide variety of audiences ranging from 30 to 2,000 people per meeting/event. We are confident that your attendees will enjoy the X bytes™ experience and are offering a 100% money back guarantee for first time users who are not satisfied.

The following are our responses to comments we've heard:

"I have no time for X bytes™. My event is jam-packed with sessions."

Tightly scheduled learning events can actually be counterproductive to learning. Attendees are at risk for experiencing "information overload," impacting their concentration and information retention. X bytes™ are byte-sized energy booster breaks that can be easily inserted into your program to re-charge participants' bodies and minds. Each video can be shown in its entirety (<6.5 minutes) or shortened to 5 minutes to fit your schedule.

"There's no space for a fitness break."

Fitness breaks are done at participants' seats in the meeting room. All breaks have been pilot tested in a variety of seating arrangements. We've found that in settings where space between or in front of the chairs is tight, participants naturally adapt by not lifting their arms or legs as high, turning their bodies, or shifting their chairs.

"We don't have a budget for fitness breaks."

Videos can be corporate branded to attract sponsorship revenue. We also offer reduced pricing for meetings/events under 100 people and for charitable organizations. Cost effective annual licenses are available for organizations that hold multiple meetings or training events per year.

"We're Planners. We shouldn't need to fill program gaps."

Let's face it. Even with the best-planned events, things don't always go as planned. Presentations start late or end early. Speakers don't always show up. What do you do with a room full of attendees waiting for the session to start? X bytes™ are on-demand and on-the-spot fitness breaks that can fill unexpected program gaps.

"People don't want to sweat."

X bytes™ fitness breaks are sweat-free static and dynamic stretches tailored for business attire. The exercises are gentle for every body. There are no crazy dance moves or awkward yoga poses.

"We don't need energy boosters. We have coffee breaks."

Coffee and soft drinks are often accompanied by high carbohydrate and sugary snacks such as cookies and pastries. They don't offer the lasting "pick-me-up" you need mid-morning and mid-afternoon. While coffee and snacks may be energizing for a short while, people end up feeling more fatigued once the caffeine and sugar high wear off. Coffee break induced fatigue can be counterproductive to learning. Exercise, on the other hand, increases blood flow, pumping oxygen to the brain, which enhances the ability to stay alert and focused.

"People may feel awkward exercising."

Yes, some people may initially feel awkward exercising. X bytes™ is a social icebreaker

that builds camaraderie, makes attendees laugh and smile. It embraces the initial awkwardness of "having to get up and exercise" together as a team effort. There is an infectious group energy that provides "peer pressure" for contemplators to conform and X byte along!

"We can hire a fitness instructor who is live and less expensive."

A fitness instructor is less expensive but does not offer the same benefits as video technology and its on-demand delivery. X bytes™ conveys more information and instructional tips than can be delivered with a live fitness break (e.g. text instructions and technique tips, anatomical illustrations of each exercise, close-up camera angles to demonstrate proper technique and modifications).

The on-demand delivery affords more flexibility than a live person. Videos provide spontaneous and unlimited energy boosters and time fillers. Additionally, videos can be played simultaneously in multiple rooms/ concurrent sessions and in a break room where they are looped and people follow along at their leisure.

"We already offer fitness breaks."

Some conferences include fitness activities such as group walks or yoga breaks. These activities are typically held early in the morning or at the end of the day, and attract few attendees. What are missing are active breaks throughout the event day to combat sitting fatigue and learning fatigue. Fitness breaks that get all attendees up and moving at their seats are needed.

"Fitness breaks would not appeal to our conservative male audience."

All exercises have been pilot tested with a range of audiences and demographics. Regardless of age, gender, profession or occupation (executives, accountants, investors, lawyers, scientists, meeting planners, students, caregivers, factory workers, etc), X bytes™ is not just about exercise – it's about building camaraderie and taking participants outside of their comfort zones to laugh, smile and move together.

Let us show you how on-demand fitness breaks during the day can change your conference experience!

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