

**AREAX<sup>®</sup>**



**TRAINING  
SOLUTIONS**

# WELCOME TO REAXING



REAXING is a philosophy of life and an innovative training methodology based on a patented technology.

The innovation of this technology consists in delivering, during the motor gesture, sudden sensory impulses to force and/or encourage the user to react.

From this technology was born a line of exclusive products with greater effectiveness than normal equipment and which thus allows to accelerate the training results.

## RESULTS AXELERATOR

REAXING PRODUCTS ARE THE REAL **RESULTS AXELERATOR**.

Unlike any traditional product, they simultaneously and way more effectively activate the sensory and the neuro motor systems, with better physical, mental and metabolic results.



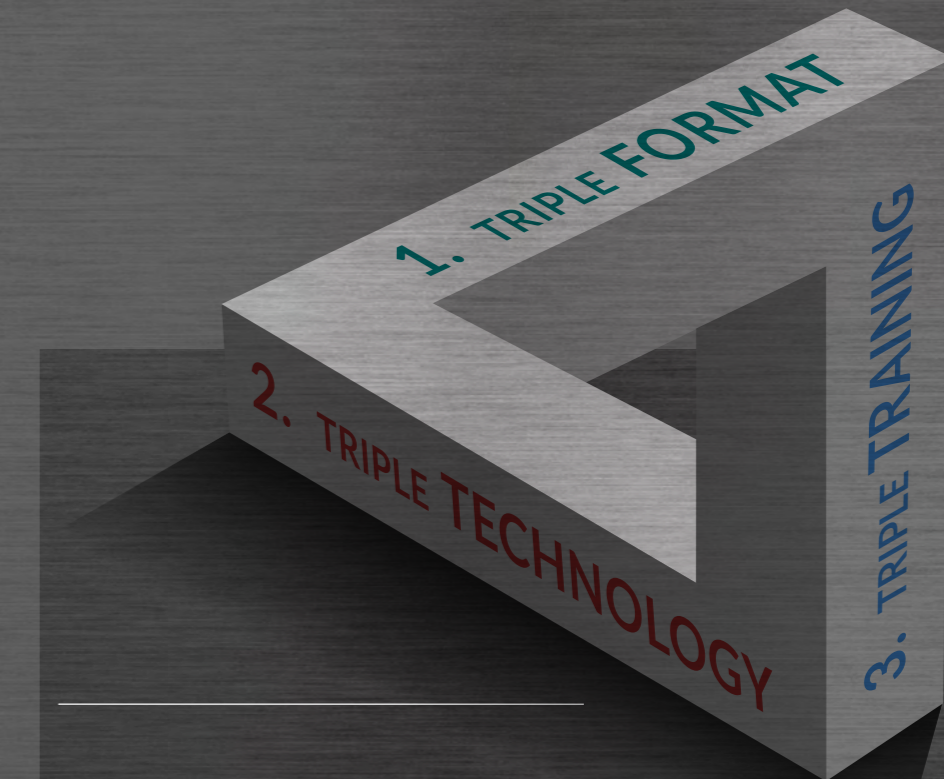
# NEUROREACTIVE TRAINING REVOLUTION



#BRAINSUPREMACY

AREAX IS A RANGE OF COMPLETE SOLUTIONS CONCEIVED TO CREATE EXCLUSIVES **NEUROREACTIVE TRAINING ZONES**, WITHIN FITNESS & WELLNESS GYMS, PROFESSIONAL STUDIOS, TRAINING BOUTIQUES, LUXURY HOMES, RESIDENTIAL, CORPORATE, HOTEL AND PUBLIC GYMS. THREE FORMATS, THIRTEEN CONFIGURATIONS AND ONE "CUSTOM" OPTION, TO ATTRACT AND RETAIN NEW CLIENTS, OFFERING NEW SERVICES, GENERATING ADDITIONAL PROFITS IN THE HIGH PERFORMANCE, SPORT REHAB AND PROFESSIONAL FITNESS INDUSTRIES.

1. PROFESSIONAL  
SPECIALIST  
SELF-USE
2. 3D MOTION  
3D VISION  
3D WAVE
3. PROPRIOCEPTIVE  
COGNITIVE  
NEUROFUNCTIONAL



# AREAX IS TRIPLE FACTOR



## PHILOSOPHY

#BORNTOREACT



## TECHNOLOGY

#SUDDENDYNAMICIMPULSES



## METHODOLOGY

#NEUROREACTIVETRAINING



Reaxing is the philosophy of life "Born to React", to face the everyday life and train to react to its small and big unforeseen daily events. To be Reaxing means to be resilient and able to deal with the unpredictable in a positive and proactive way.



Areax implements the Sudden Dynamic Impulse technology that delivers to the user sudden and unpredictable impulses during the motor gesture.

**3D Motion**, **3D Vision** e **3D Wave** are the technologies designed for generating these interferences and stimuli.



Thanks to these technologies, Areax expresses all the potential of the **Neuroreactive Training** methodology and allows to improve the mental, physical and metabolic efficiency of users since it acts as a triple training: proprioceptive, cognitive and neurofunctional.



AREAX IS

# TRIPLE TRAINING

The **Neuroreactive Training** blends the proprioceptive, cognitive and neurofunctional trainings to improve the neuro motor response and the "dynamic competence" of the user.

The **Neuroreactive Training** can be used to improve the performance, re-athetize and prevent injuries even using the traditional training protocols.

THE TECHNICAL AND TECHNOLOGICAL INNOVATIONS OF THE **NEUROREACTIVE TRAINING** ARE THE HEART OF AREAX, ITS **RESULTS AXELERATOR**.



# PROFESSIONAL STRENGTHS

+ INNOVATION

Areax brings to the industry the most advanced technical innovations, helping you to expand your professional field of intervention and thus your targets.



+ FOCUS

Areax specializes you in the most advanced training, not only good for the sport performance, but also for the physical prowess, the resilience and the reactivity in the everyday life.



+ RESULTS

The strength of Areax is in the results, because they attract and retain customers who reach more ambitious goals in less time, on three fronts: mental, physical and metabolic.



# AREAX IS TRIPLE TECH

Three technologies, all involving in different ways the sensory, nervous and muscle-skeletal systems, to improve the most important abilities while performing the same **Neuroreactive Training** session.



**3D** MOTION



**3D** VISION



**3D** WAVE

The Neuroreactive module is the heart of Areax and it can be combined with other modules to perform traditional trainings.

## 1 PROPRIOCEPTIVE MODULE

It is the training module aimed to improve the user's awareness of the position and condition of their body in space.

## 2 COGNITIVE MODULE

It is where users can improve their ability to elaborate the proper response to an external stimuli.

## 3 NEUROFUNCTIONAL MODULE

It is a training module with high commitment of the nervous, vestibular and muscle-skeletal systems to improve the accuracy and the efficacy of the motor response.



# AREAX IS TRIPLE GOAL

## FOR PROFESSIONALS

Open your own Training Boutique or create a training zone within an existing club where you can bring your competencies and a solution that boosts the success of both.

- > Scale your business with new services
- > Improve your results with science and technology
- > Specialize and find more clients among the sportsmen

## FOR CENTERS AND CLUBS

Create your Neuroreactive Training Zone for your clients and offer professionalism and even more performing services.

- > Attract, retain and monetize with new services
- > Start new specialized and more profitable centers
- > Make your center unique, exclusive and innovative

# BUSINESS STRENGTHS

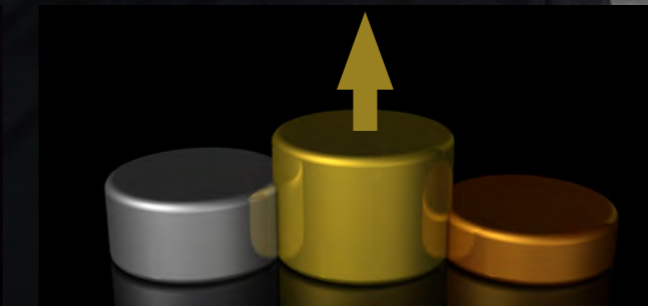
## + EXCLUSIVITY

With Areax you can offer a service that is unique in the world, aimed at specific objectives for you clients and internationally awarded for its innovation.



## + VALUE

The technology and the scientific content of Areax, along with a design with attention to the details, differentiates you from the mass-market, positioning you on a more prestigious and desired professional level.

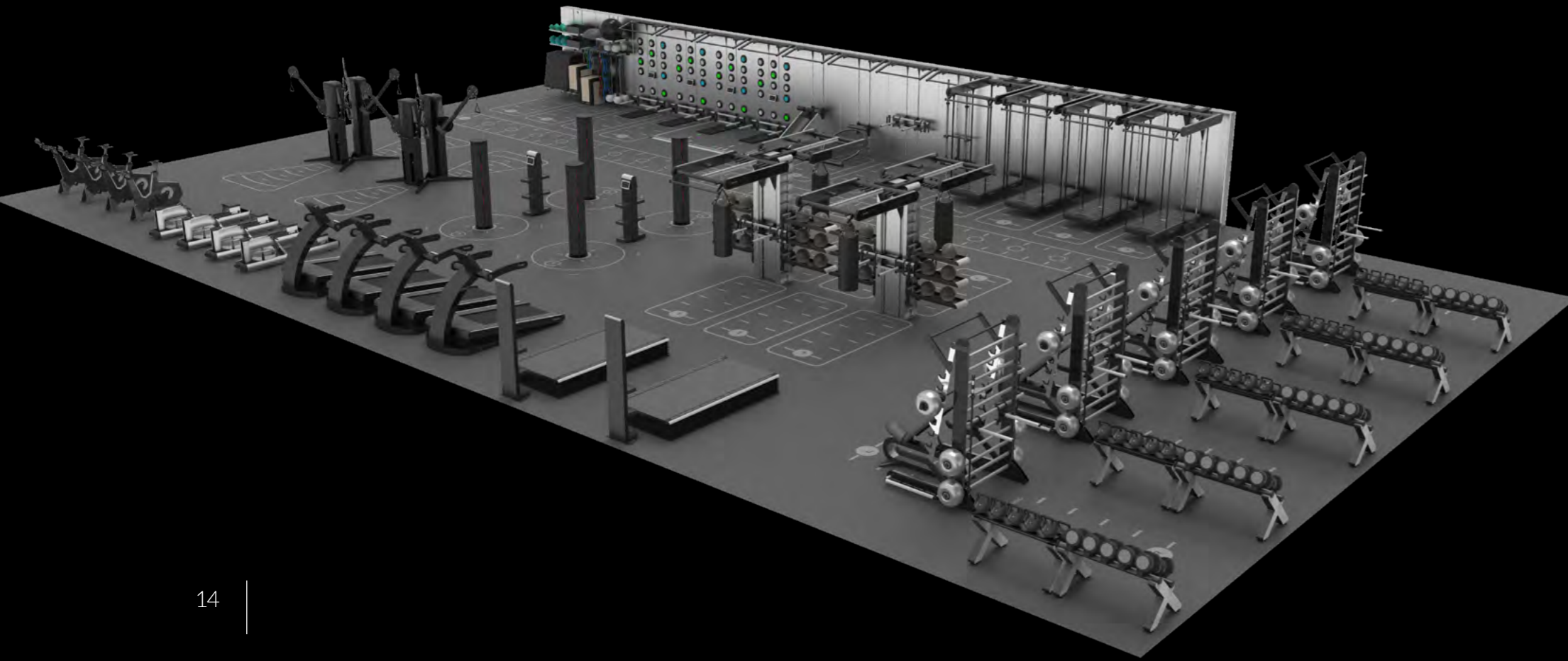


## + COMPETITIVENESS

The synergistic mix of multiple activities, implements your competitiveness, allowing you to create a wider and more specialized offer compared to that of you competitors.



# CHOOSE YOUR AREAX SOLUTION



## PROFESSIONAL

PERSONAL STUDIO  
MEDICAL STUDIO  
PERFORMANCE STUDIO

## SPECIALIST

PREMIUM TRAINING  
PERSONAL TRAINING  
CIRCUIT TRAINING  
GROUPEX TRAINING

## SELF-USE

FITNESS & WELLNESS,  
LUXURY HOME, RESIDENTIAL,  
CORPORATE, HOTEL & RESORT  
AND PUBLIC GYMS



# PROFESSIONAL

A collection conceived for Personal Trainers PRO, Strength & Conditioning Coaches and Physical Therapists.

Three exclusive solutions for the **Neuroreactive Training** enriched with a training measurement system, unique for scientificity, practicality and precision.

- FOCUS ON THE HIGH PERFORMANCE, SPORT REHAB OR PROFESSIONAL PERSONAL TRAINING
- BOOST YOUR CAREER
- COMPLETE YOUR OFFER



PERSONAL

For who loves to stay fit, to improve their own body characteristics and its efficiency as well as their cognitive attitudes.

This solution is available in two versions, either with Test Control Zone or without.

For Sport Scientists and Personal Trainers Pro that want to open their own Personal Pro Studios within or outside Fitness & Wellness Clubs.



MEDICAL

It is for those who need to do physical activity and train to prevent potential issues or to come back to sport after an injury.

To improve their cardio-vascular efficiency and accurately monitor the development of their neuromotor capacities.

It has been conceived for Sport Doctors and Physical Therapists that consider the movement as a therapeutic activity and want to start a Medical Pro Studio independently or inside existent centers.



PERFORMANCE

For professional and non-professional athletes, which want to monitor with great precision the specific development of their physical performance. This configuration is suited for the specialists of the movement, such as Strength & Conditioning Coaches and Sport Scientists which want to open a Performance Pro Studio independently or inside Fitness & Wellness gyms.

# SPECIALIST

Designed to improve the offer of the high-profile gyms and for the opening of new cutting-edge Training Boutiques. Four exclusive layouts dedicated to the **Neuroreactive Training Specialists**.

- DIFFERENTIATE FROM YOUR COMPETITORS
- ATTRACT A LOYAL AND PREMIUM AUDIENCE
- OFFER INNOVATIVE AND MORE EFFECTIVE SERVICES



PREMIUM TRAINING ZONE

For personal trainers specialized in **Neuroreactive Training** to train the most demanding clientele in an exclusive area located in Fitness & Wellness gyms or, in alternative, to use it under the supervision of a PT specialized in the **Neuroreactive Training** as a premium zone, with cutting-edge equipment and limited access.



PERSONAL TRAINING ZONE

It is the configuration created for personal training activities. A service offered thanks to the **Neuroreactive Training** specialists or by renting the space by the hour to personal trainers who want to give their clients a superior service, both in terms of equipment and innovative training experience.



CIRCUIT TRAINING ZONE

It is the Areax layout conceived to create **Neuroreactive Training** zones with a circuit system for up to 6-8 people, led by a specialist or by external personal trainers who purchase the availability of the space for their classes. A professional environment designed using high quality materials and finishes to offer an efficient, fun, and comfortable training experience to their clients.



GROUPEX TRAINING ZONE

An instructor specialized in **Neuroreactive Training**, music, microphone and a new generation of apps. An effective, fun and engaging large group activity that keeps clients attached to the service because of the results and entertainment factor. Smart solutions to store the equipment ready when needed and quickly transition from traditional activities to **Neuroreactive Training** classes.

# SELF-USE

It is a collection of solutions for the **Neuroreactive Training**, conceived to bring this training methodology in any place. It has been created by Reaxing to allow everyone to independently, safely and in total comfort perform their own Neuroreactive Training session even where the trainer supervision is not possible.

- INCREASE THE VALUE OF THE IMAGE PERCEIVED
- OFFER EXCLUSIVITY, INNOVATION AND PRESTIGE
- DIFFERENTIATE FROM YOUR COMPETITORS



FITNESS & WELLNESS GYMS



CORPORATE GYMS



HOTEL & RESORT GYMS



RESIDENTIAL GYMS



LUXURY HOME GYMS



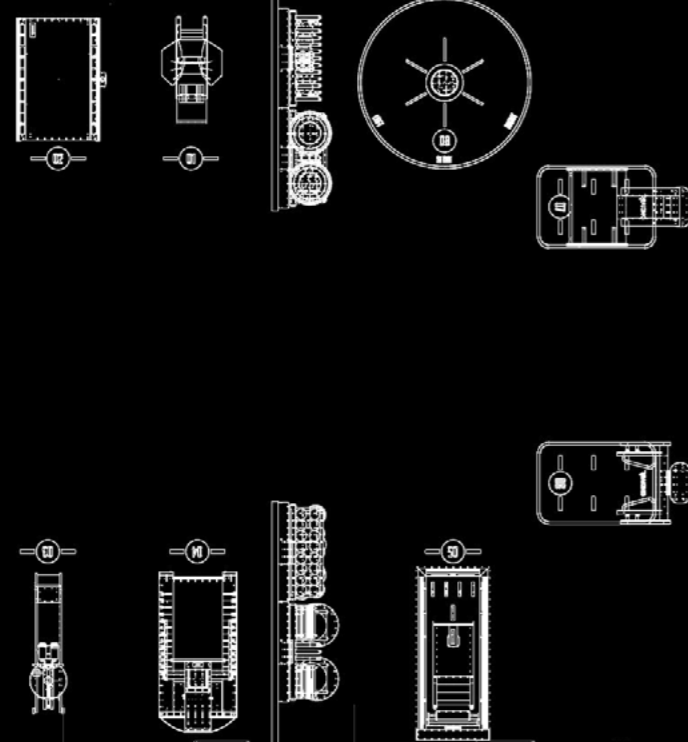
PUBLIC GYMS

# CREATE YOUR CUSTOM AREA

DO YOU WANT TO DESIGN WITH  
US A CUSTOMIZED SOLUTION?

DO YOU NEED A PARTICULAR  
SET-UP TO SATISFY A SPECIFIC  
MARKET REQUIREMENT?

Contact our AREA LAB:  
we will provide you with a  
specialized consultant to design a  
layout and to find the most suitable  
solution for your space.





---

# START IN 2 STEPS

---

---

## GET INSPIRED AND FIND THE LOCATION

---

### 1 INSPIRATION

Check out our AREAX gallery and find how to boost your business through innovating training methodologies and technologies.

### 2 LOCATION

Find the place: a dedicated area in existing places or in a new private studio.

WE WILL TAKE CARE  
OF THE REST

---

### > DESIGN

We design your Areax for your current professional needs, but also ready to evolve with you.

### > FINANCE

We concretely support you to allows you to start your Areax even without a huge starting investment.

### > COURSES

Thanks to our Academy you can learn the principles of the **Neuroreactive Training** and how to use our technology.

### > MARKETING

Our marketing dept will share with you strategies and contents to allow you to get the best out of your Areax.

---

# WORLDWIDE SUPPORT

---

## MARKETING & TRAINING

REAXING fully supports its partners and their activities to use the AREAX SOLUTIONS in the most productive way. Qualified professionals and trainers have created and developed a wide range of programs, based on the REAXING method and suitable for any professional need.

---

### ON SITE & ON LINE TRAINING

---

A SPECIFIC TRAINING COURSE AND A DEDICATED VIDEO SECTION INCLUDING TUTORIALS HAVE BEEN CREATED TO HELP PROFESSIONALS EMBRACE THE REAXING METHOD.

---

### EXPERTS SUPPORT

---

OUR EXPERTS ARE AT YOUR DISPOSAL TO ASSIST YOU WITH ANY TECHNICAL, AND COMMERCIAL REQUESTS.

---

### MARKETING

---

WE ASSIST OUR PARTNERS WITH A SPECIFIC RANGE OF COMMERCIAL AND MARKETING TOOLS TO ACHIEVE HIGHER REVENUES AND CUSTOMER RETENTION.

---

## CONNECTED ALL OVER THE WORLD

OUR SHOWROOMS ARE AT YOUR DISPOSAL: DEDICATED SPACES FOR OUR PARTNERS, WHERE YOU CAN HAVE A CLEAR VISUAL AND VIRTUAL EXPERIENCE OF OUR PRODUCTS, BUT ALSO THE POSSIBILITY TO VIRTUALLY EXHIBIT OUR PRODUCTS TO YOUR OWN CLIENTS. HIGH QUALITY VIDEOS AND SOUND TO ACHIEVE THE BEST RESULTS FOR OUR CLIENTS: COME AND DISCOVER THE INNOVATIVE WORLD OF REAXING.



**REAXING®**

---

r e a x i n g . c o m