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Netpulse Partners With Several Major Equipment Manufacturers



Netpulse's On Demand television screen.

Good luck trying to avoid Netpulse at this year's IHRSA trade show. Fitness equipment manufacturers Life Fitness, Technogym, Matrix Fitness, Star Trac, Octane Fitness and Woodway will all unveil new equipment with Netpulse's media platform built-in at IHRSA30

Netpulse's media platform allows users of fitness equipment to watch on-demand television and music videos, connect their iPod or iPhone to a machine, create play lists and access social media websites while working out. The platform has always been available as an add-on to a piece of fitness equipment. This year is the first time they've collaborated with equipment manufacturers to incorporate their technology into the machine.

Netpulse CEO Bryan Arp believes the ubiquity of the product will create more value for health clubs, manufacturers and members. "If you have all of your videos, playlists and workout data stored in Netpulse, and one machine has it and the other doesn't, which one are you going to use?"

Arp also argues that the move makes sense for equipment manufacturers who don't specialize in entertainment technology. "We're not a treadmill company," Netpulse CEO Bryan Arp says to drive home his point. "That's not our core competency."

It's been a busy month for Netpulse, just over a week ago the company announced new additions to its board and executive team. Most notably 24 Hour Fitness founder Mark Mastrov joined Netpulse's board.

by [Kevin Foley](#) | tagged [Bryan Arp](#), [Mark Mastrov](#), [Netpulse](#) in [News](#) | [Print Article](#)

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