



*Bestek*

The pedometer ...  
evolved.



## Stand out from the crowd

**Bestek** offers the world's most accurate pedometer at an affordable price. We also offer state-of-the-art software to motivate and challenge pedometer users.

### Why settle for just a pedometer?

With any **Bestek** device, you have access to a world of virtual maps, digital journeys and exciting adventure.

Distinguish yourself from the pedometer world – stand out from the crowd with **Bestek** devices and CoreLite/CoreXL software.





## Accurate and affordable devices

Most pedometers, including those in smart phones reach 75-85% accuracy. This means that an average user can *lose up to 15,000 steps a week*. Cheap, inaccurate pedometers discourage consumers from using them and reflect badly on the organizations distributing them.

**Bestek** devices are more than **99% accurate, durable, reliable and customizable** with **4 distinct models** featuring innovative functions.

H215S - simple single-function steps counter

H215C - 4-function step, distance and calorie counter with clock

H215G - 4-function pedometer with G-sensor technology

H215D - downloadable pedometer with 63-day storage memory





## A pedometer with a difference: Activity-tracking software

Every **Bestek** device comes with complimentary access to **CoreLite Virtual Journeys** and is compatible with the more extensive **CoreXL** activity tracking tool.

Both **CoreLite** and **CoreXL** :

- ✓ are excellent at motivating individuals
- ✓ improve individual accountability for exercise
- ✓ enable sharing of users' achievements



CoreXL and CoreLite offer a variety of features as well as the possibility of creating a customizable access portal for your organization.

# Bestek

## CoreLite Virtual Journeys

Nine exciting virtual journeys to choose from:



### Amazing America

From a lobster dive on the east coast, to Yosemite National Park, clear to salmon fishing in the mighty Pacific, this cross nation expedition has it all. Experience some of the splendor the beautiful US has to offer in this virtual challenge, and step up to see what you've been missing.



### Castles in the Pyrenees

Travel the Trans Pyrenean path as we Journey from the Atlantic to the Mediterranean on the scenic Trans Pyrenean path. Visit the Cirque de Gavarnie and crystal lakes of Neoville National Park, learn the history and see the oft forgotten castles of the Pyrenean people.



### Cross Canada with Native History

The Inukshuk is just the tip of the wonder to be found exploring Native American and Inuit culture. In this cross Canada journey, you will learn of the people who lived here long before foreign settlers arrived. View astounding art and culture we too often take for granted.



### The Inca Trail

The Inca Trail is easily the most famous trek in South America. The ancient highway once linked the Inca capital of Cuzco with the lost city of Machu Picchu. Embark on this virtual journey and witness the splendor of the Incan cloud forest and snow-capped Peruvian Andes.



### Trek the Great Wall of China

Join us as we travel the full distance of China's Great Wall. Visit the stone forest, where massive rock pillars tower in natural rock gardens. View the villages, dragon boats, rice fields, pigodas, and cultural splendors that exist nowhere else in the world. This journey will excite and inspire as you step your way to a happier healthier you.



### Lost City Columbia

The lost city, or Ciudad Perdida is one of South America's most inspiring mystical secrets. Discovered in 1972, Ciudad Perdida consists of 169 astounding terraces carved into the mountainside. Spectacular views and some good fitness are yours in this jungle adventure.



### Mount Olympus Challenge

Pass ancient ruins and sunken cities, journeying into cool wooded valleys and view the deserted beaches from amidst the clifftops on your way to Mount Olympus. This astounding delight along the Lycian Way is one of Turkey's most memorable treks.



### I left my hips on route 66

Do you have a weight loss goal? The Route 66 fitness challenge is packed with tips and tricks to help you lose pounds, while inspiring you to get the exercise you need to reach your goal. Join us on Route 66 and leave your hips behind!

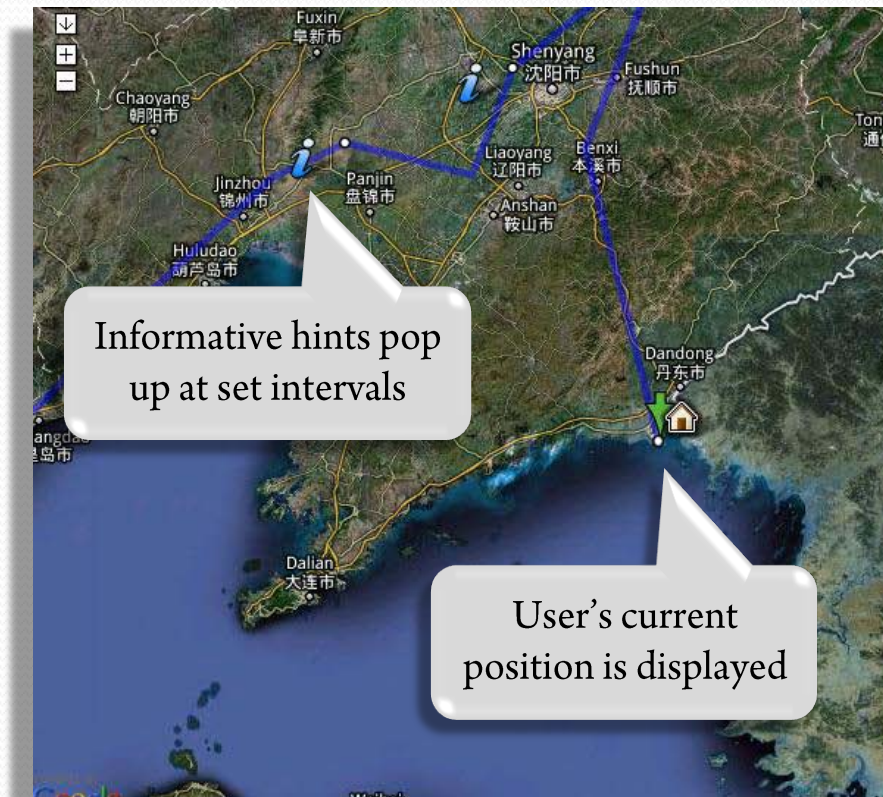


### Trek Nepal

The Himalayan Kingdom of Nepal is undisputed as one of the world's most beautiful countries. Join us as we trek the Sherpa heartland, explore the foothills of Mount Everest, and learn what makes Everest one of the greatest climbs in the world.

## Example: Trek the Great Wall of China

- ✓ user's progress is displayed on a scalable map
- ✓ regional images are presented regularly
- ✓ informative tips pop up as users progress across the map



## Easy-to-use dashboard simplifies steps and activity tracking

### Count Steps

Enter date:

Enter number of steps:

Activity Tracker

### My Challenges

Trek the Great Wall of China  
[Join a challenge](#)

### Count Activities

Enter date:

Choose an activity:

Enter minutes:   (0 Steps)

### My Progress

Today's Steps: **0**  
Today's Calories: **0**  
Total Steps: **60,697**  
Total Distance: **00043** km  
1 km = approx. 1428 steps

User can add activities other than walking

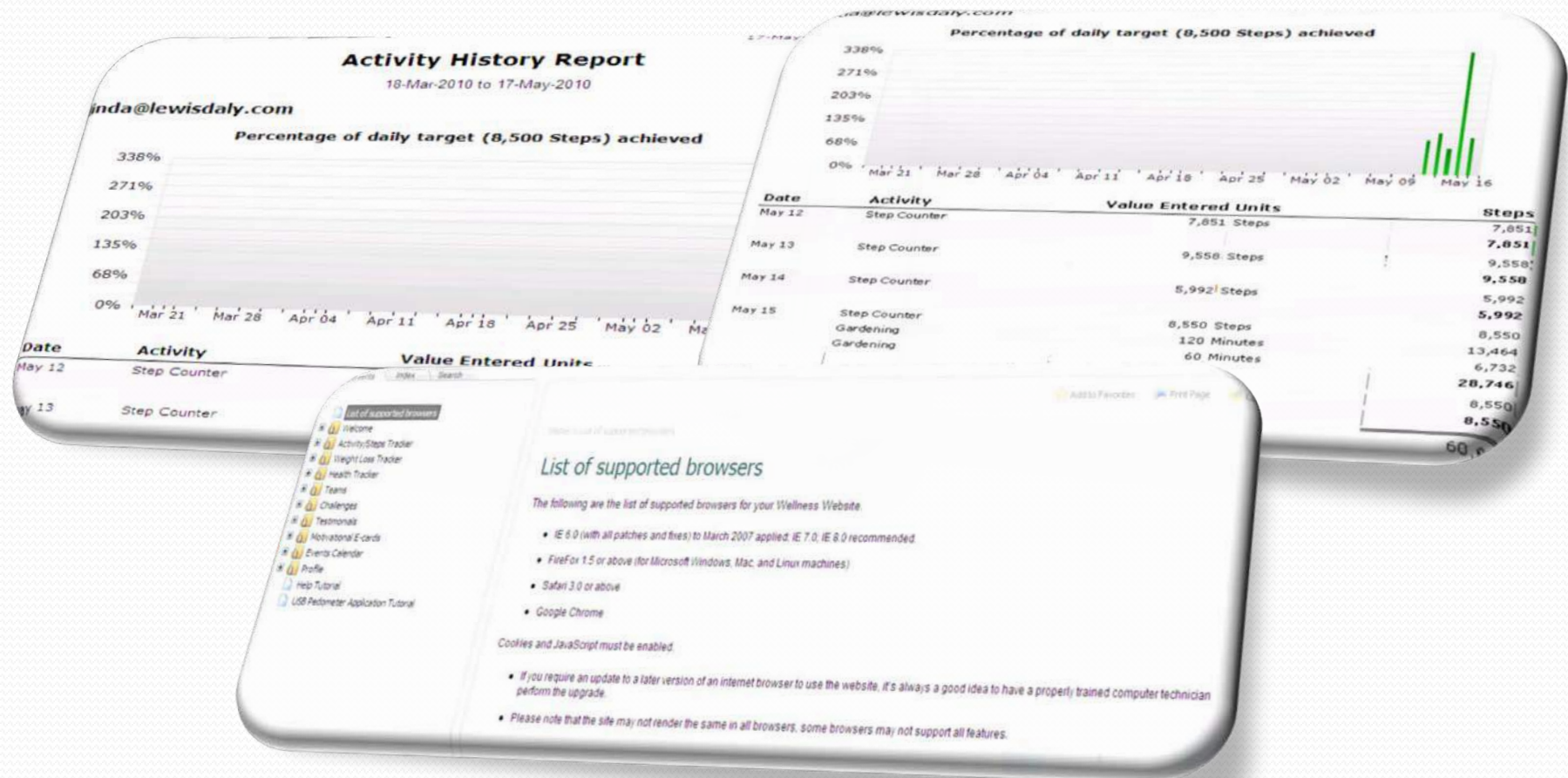
User can click here to see the last 60 days of entries

User can see total data since registration



## Online help and activity reporting

With just a few clicks, the user can see personal data, download data to an Excel spreadsheet and consult the online help guide to answer any question about site use.





## Team and Health Buddies

Social networking provides opportunities for challenges, inspiration and motivation



**Users can invite other users to be a “health buddy” to motivate and challenge each other. Buddies can:**

- see each other’s progress
- send each other messages



**Users can create teams to organize friendly team challenges. Teams can be:**

- public (open to any public or locale user)
- private (password needed to join)



## Get a customized portal access featuring your company logo.

Public access to CoreLite is *complimentary* with every H215 pedometer.

However, you can upgrade to a customized portal access which allows:

a company-specific message box

display of your corporate logo

organization of set health challenges for users

CoreLite virtual journeys

Français | Español

Welcome Journeys Content Page Help

User Name:

Password:

Log In

Your logo here

Not Registered?  
Forgot Password?

Welcome to our CoreLite Virtual Journeys tracking tool. With your H-215 series pedometer tracking every step, we are excited to take you on a virtual tour to some of the world's most spectacular and interesting places. We have 9 virtual journeys for you to enjoy, including the Great Wall of China, Trek the Inca Trail and Castles in the Pyrenees!

If at any time you need some help, we are here to assist - just email your pedometer provider.

Now, let's start walking!

H215D (downloadable USB) Pedometer: [Getting Started Guide](#)

License | Privacy Policy | © 2011 Corehealth Technologies Inc. All Rights Reserved.

powered by  
corehealth  
TECHNOLOGIES





## CoreXL Customizable Virtual Journeys

*You deserve a  
Virtual Vacation!*

**'Round the world in 80 days - global fitness challenge**  
Get fit, lose weight, and have fun as we race between different wonders of the world! In this fitness challenge, everything counts... so pick the fitness you love and win. Our online tracking software will let you see how you're doing over time. You can share your successes, invite co-workers to be your health buddies, and get tips and suggestions on simple changes you can make for profound lifestyle improvements. It's time you reached your health goals. So join us as we round the world in 80 days. Have fun and win!

<http://your-wellness-site-address-here>

You also have the ability to create a virtual journey for users with customized maps and tailored content to offer:

exciting virtual tours

treasure hunts

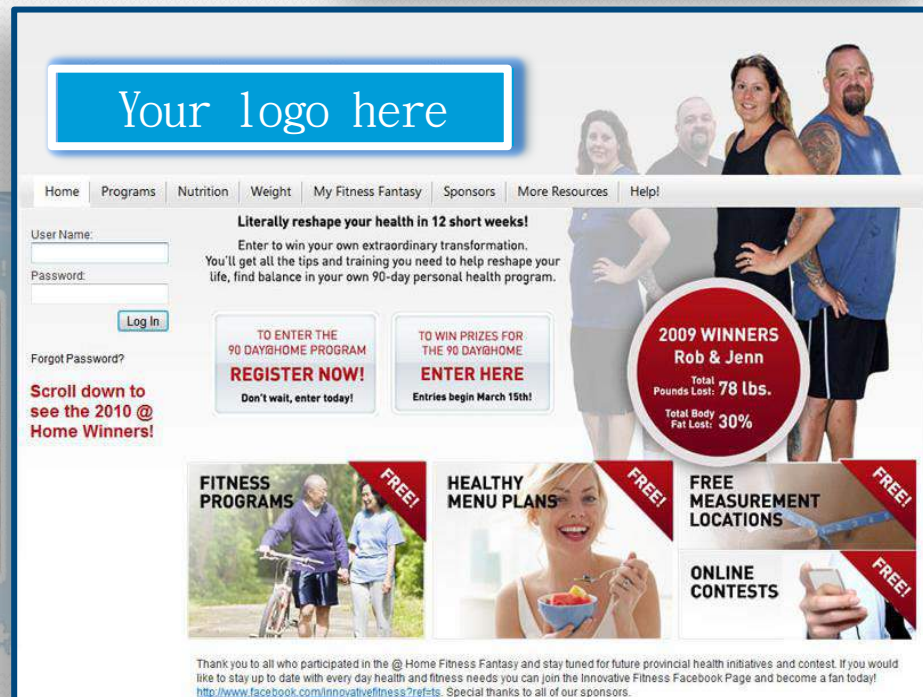
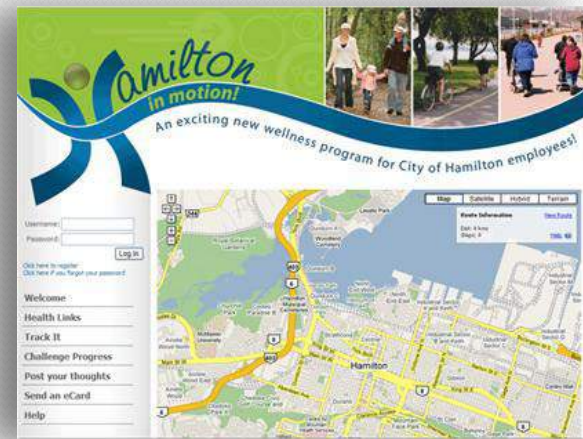
races between teams

contests with prizes

almost anything to promote health and your organization

## Customized portals

CoreXL offers the possibility to fully customize a portal with your organization's logo, graphics, content, etc.



## Enhanced personal page

Users can log-in or simply plug-in their downloadable pedometer to access their personal achievement page and view:

personal tracking fields and data

real time updates on achievement

buddy message boards

team challenges

The screenshot shows a user's personal achievement page for the "Road Trip Challenge". The page features a navigation bar with links for Welcome, Programs, Health Tips, Testimonials, Event Calendar, Motivational e-card, Profile, and Help. The user is logged in as Holly Anderson. The main content area includes a "Welcome to the Road Trip Challenge!" message with three steps: 1. Enter steps from your pedometer, 2. Check out your individual progress on the map, and 3. Have fun getting healthy and enjoy your virtual road trip! Below this are three main sections: "Count Steps" with a date field (21-Jan-2011) and an "Add" button; "Count Activities" with a date field (21-Jan-2011), an activity dropdown menu, and an "Add" button; and "My Progress" showing Today's Steps (0), Today's Calories (0), Total Steps (117,762), and Total Distance (0.0055 mi). A "Buddy List" section displays several avatars and names: Boom Boom Buttercup, Crazy Legs, Good 2 Go, Just Nuts, Beefcake, Crabby Patty, and Secret Agent. A "2010 Road Trip" banner image is also visible. The footer contains links for Mobile Site, License, and Privacy Policy, along with a copyright notice for Corehealth Technologies Inc.

## Wellness Activity Tracking

Create unique challenges to encourage healthy behaviors that will fit users' needs:

Your  
Logo  
here



My activity for week starting: 3/8/2009

**Fruit And Vegetables**  
Eat 7-10 servings of fruit and vegetables each day!

1 Serving of Vegetables is:

- 1/2 cup of cut-up cooked vegetable
- 1 cup raw leafy vegetable
- 1/2 cup vegetable juice

Points: 7 Servings 800

**Grains**  
Eat 6-8 servings of whole grains and other grains each day! Make at least half of your grain products whole grains each day.

1 serving of grains is:

- 1 slice bread, 1/2 bagel
- 3/4 cup dry cereal
- 1/2 cup cooked rice, pasta, cereal

Points: 7 Servings 800

nutrition

stress reduction

weight loss

environmental concerns

smoking cessation

## Communication Features

CoreXL features a variety of motivational tools to help users inspire and encourage one another while leaving your organization in full control of content and the level of interaction available to the users.

Testimonial section

- share success stories

Challenge message board

- keep your team focused

Team forums

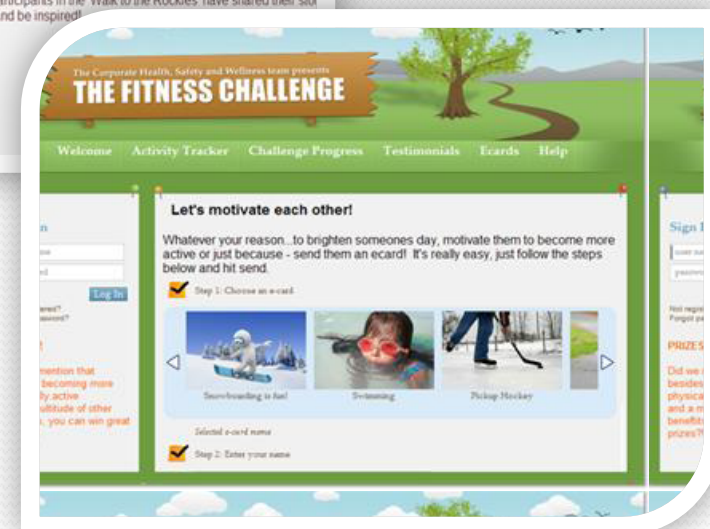
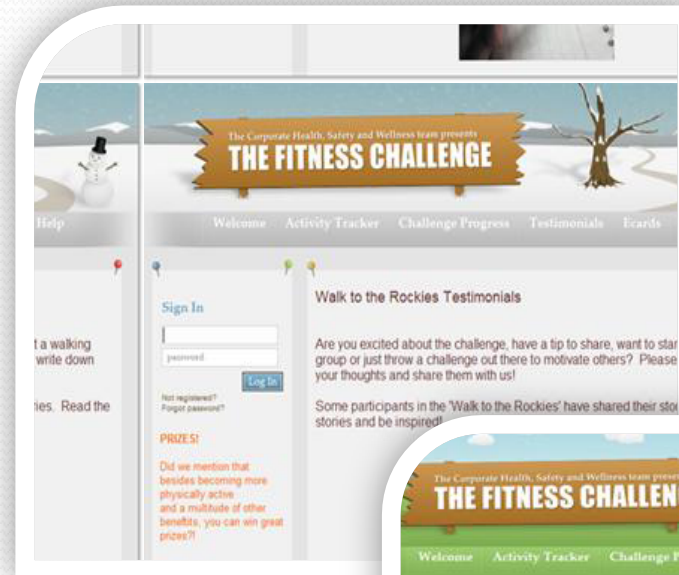
- discuss and inform

Events calendar

- announce events and promotions

Motivational e-card services

- send encouraging messages to others involved in the challenge





## Peer Mentoring and Social Networking

With peer support and a little friendly competition, participants are motivated to keep up their physical activity. In addition to its social networking and communication features, CoreXL also provides:



Weekly summary emails of personal successes



Fun tips on health improvement



The ability for users to make health buddies



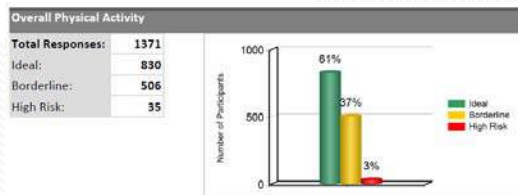
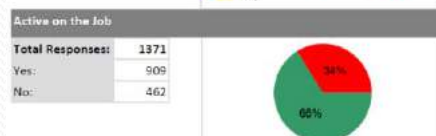
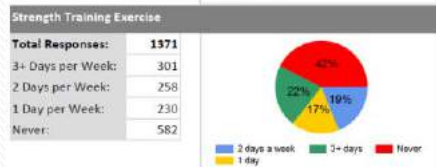
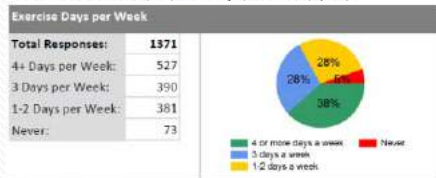
The opportunity for users to create their own teams and engage other teams in challenges



# User and Administrator Reports

Health Benefits Statistics		1/21/2008 9:20 AM
Statistic	Value	
Number of people registered	133	
Number of teams participating	7	
<b>BASELINE PERFORMANCE (1st Week)</b>		
Number of people entering activity	5	
Average daily steps	24241	
Number of people meeting health benefits	3	
<b>COMPLETION PERFORMANCE (Last 2 Weeks)</b>		
Number of people entering activity	1	
Average daily steps	3131	
Number of people meeting health benefits	0	
<b>OVERALL PERFORMANCE</b>		
Number of people entering activity	12	
Average daily steps	1109	
Average number of entries per person	43	
Total steps entered	118995	
Number of people meeting health benefits	0	
Number of people improving over challenge	0	

Note: Health Benefits is based on participants achieving 10,000 or more steps per day



Physical inactivity has a high cost in terms of health. Health costs arise from inactivity's contribution to cardiovascular disease, obesity, diabetes, osteoporosis, mental health and some cancers. An inactive person is one who exercises less than 20 minutes, 3 times per week. Based on your company's profile, costs can be estimated as follows:

User reports enable participants to see on-screen and in real-time the evidence of their success.

Administrator reports enable you to know number of participants and achievement of set goals in order to better tailor challenges and meet participants' needs.

CoreXL is compliant with PIPEDA and privacy legislation in both Canada and the US.



**Distinguish yourself from the pedometer world  
and offer accuracy, reliability and adventure.**

***Bestek* devices and CoreLite/XL Software –  
a winning combination.**

For more information  
contact **bestek@ms14.hinet.net**