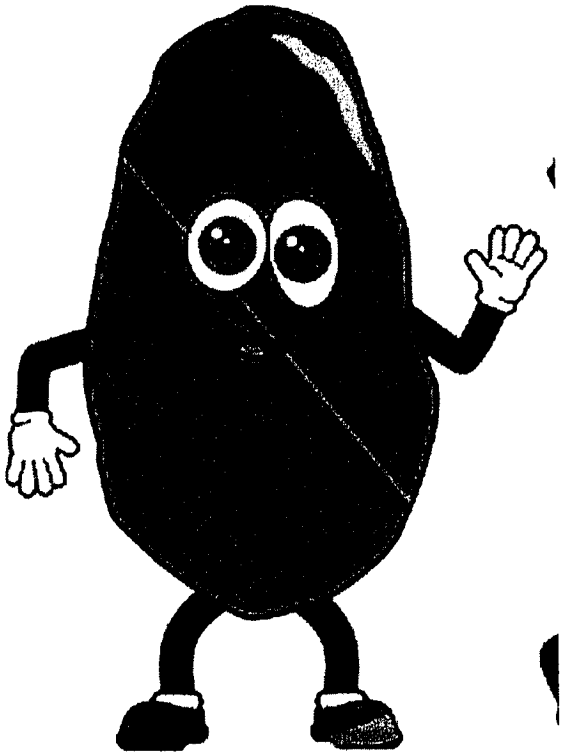
FitPotato™



"Don't be a couch potato – Be a FitPotato!™

Spud Fries
FitPotato™ System Inventor and CEO

1.0 Executive Summary

We are faced with an epidemic of couch potato children and it is our responsibility as parents to turn these couch potatoes into FitPotatoes™! Our FitPotato™ System makes sure that kids only get to watch TV or play Xbox if they have exercised enough that day to prevent them from becoming couch potatoes. The FitPotato™ System includes the FitAchiever™, the FitControl™, and the FitRedeemer™. The FitAchiever measures the child's fitness performance that day and the FitControl converts this into minutes that can be used for TV watching or playing Xbox. The FitRedeemer is used to control power provided to the TV or Xbox so that power is only provided for the time that the child has earned.

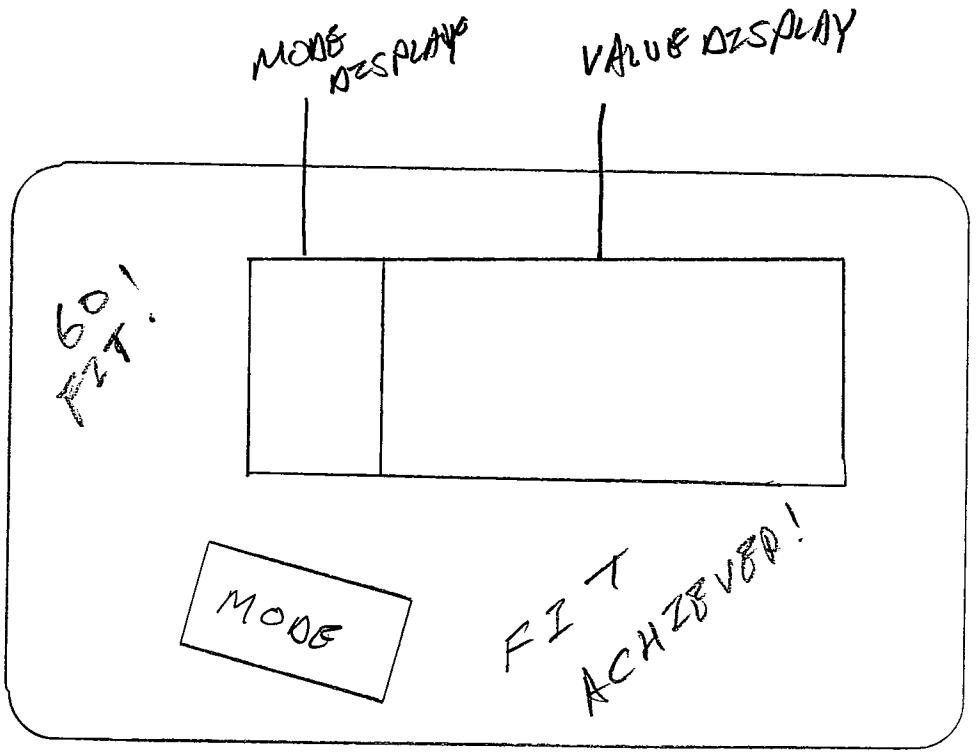
2.0 The FitPotato™ FitAchiever

The FitPotato™ Fit Achiever is a modified pedometer that measures the steps (and thus total energy expended) by the child so that the child can redeem the steps/energy in return for time playing Xbox or other electronic device.

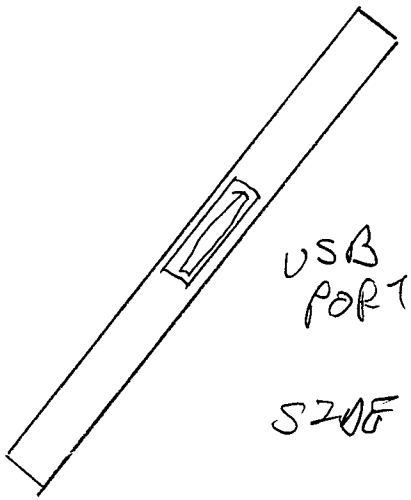
We are currently working with Sportline, one of the premier manufacturers of pedometers. Sportline has a ShrinQ pocket pedometer (shown below) that we are modifying for our uses. The ShrinQ is a down-sized pocket pedometer is not short on performance or personality. Sleek, sexy and designed to slip into any sized pocket. The ShrinQ pedometer will track your steps, distance-traveled and calories-burned with extreme accuracy. We have also enclosed a copy of the manual

We start with the ShrinQ, but we are changing it in several ways. First, we don't want the child to be able to reset the pedometer, so we will just have one button – a "mode" button that allows the child to toggle between steps, distance, and calories. Also, we are giving it a USB port to allow the FitAchiever to communicate with a computer, so we don't need to have a removable battery. Instead the battery can be a rechargeable battery that recharges through the USB port.

Front and side views of our FitAchiever prototype are included on the next page.



FRONT VIEW



SIDE VIEW

FIT ACHIEVER

3.0 The FitPotato™ FitControl

The next part of the FitPotato™ System is the FitControl. The FitControl is a software package that gets installed on the parent's home computer. When the parent is installing FitControl, the parent picks a password that is later required whenever anyone is going to access the FitControl. The password is uploaded to the FitPotato's central server (Potato Central) so that a parent can retrieve the password later (if forgotten) once their identity is established.

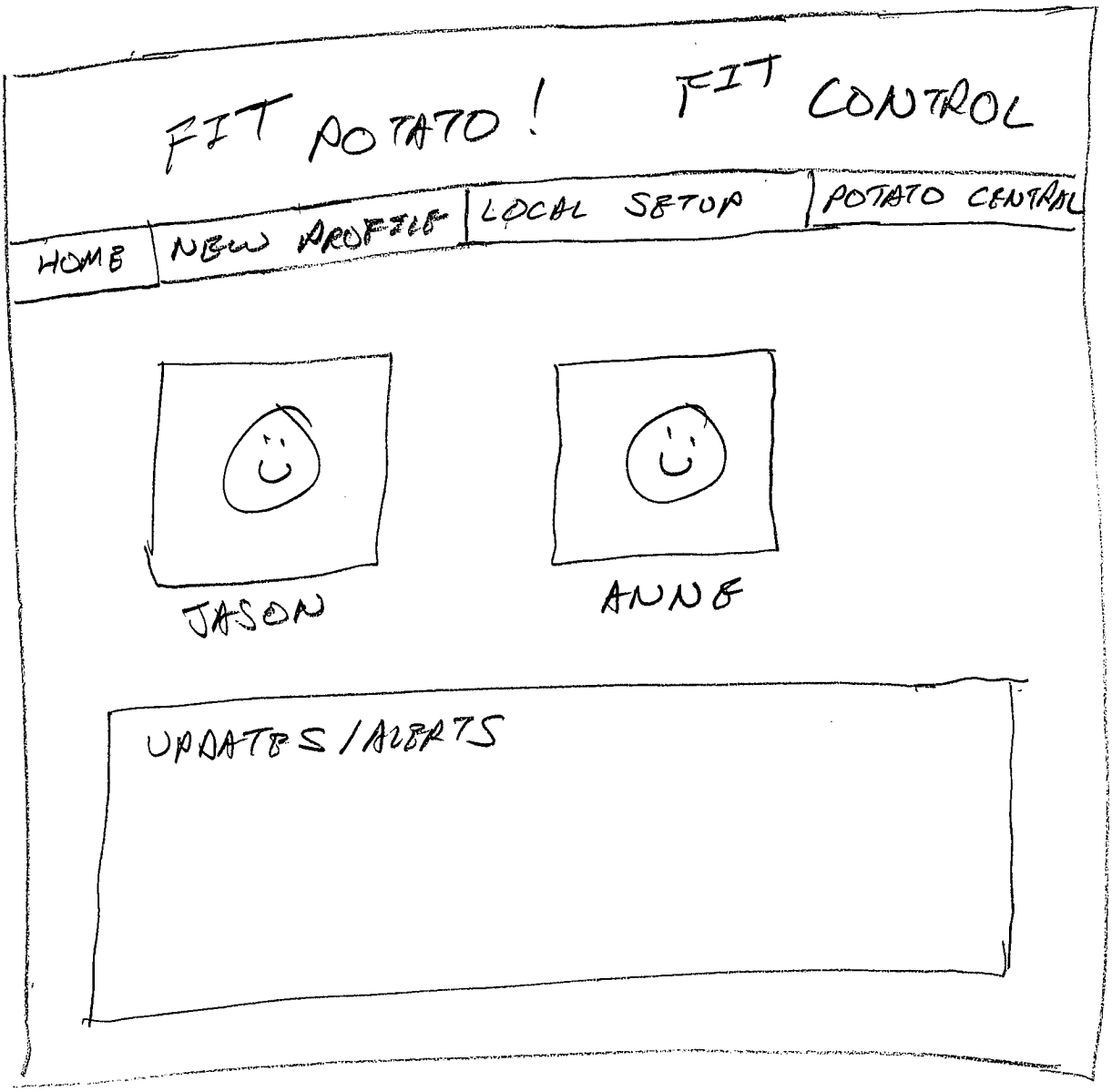
FitControl runs as a secure local application at the parent's computer. With Fit Control, the parent can establish a profile for the child. The profile describes the system of rewards that the child gets for meeting the fitness goals. For example, the parent may establish a profile that for every 1000 steps, the child gets 10 minutes of TV time, for example. Goals can be set using either Number of Steps, distance, or calories. Rewards can also be set so that the rewards are general usage on any outlet controlled by any PotatoRedeemer, or can be broken into specific minutes or percentages for specific PotatoRedeemers if more than one is in the house.

The stats include the height, weight, and stride length of the child which are used to calculate the distance per stride and calorie per stride, which are displayed. Additionally, the FitControl provides performance tracking so that parents can historically see the child's fitness performance and how the fitness performance has been redeemed. Additionally, the parent can establish bonuses for the child like if the child reaches 5000 steps in a day, then steps beyond 5000 earn double rewards. Also, if the parent wishes to limit the child's ability to redeem time to certain time periods, then the parent can set it. For example, if the parent wants to set the FitControl so that the child can not redeem time during dinner (5pm-6pm) then the parent can set it and all FitRedeemers will turn off at 5pm. Also, if there are any alerts that are associated with a specific profile, then they would be shown. For example, if a child has suspiciously high fitness performance, then an alert would be displayed.

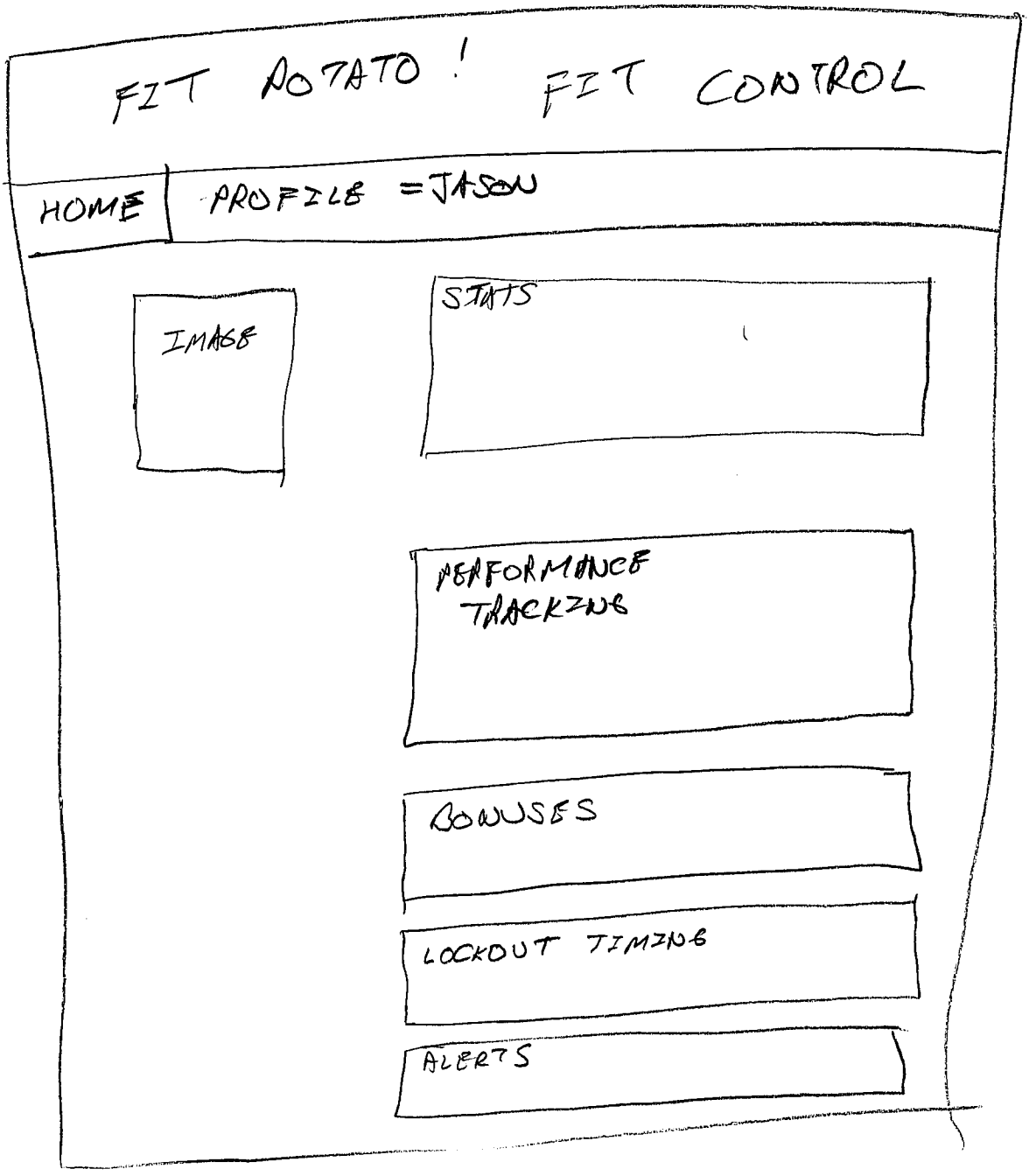
In addition to allowing the parent to establish a profile for the child, the FitControl manages and controls the network of FitRedeemers using Bluetooth communication links. The parent simply plugs the Bluetooth dongle into their computer's USB port to establish the Bluetooth network. Then, once a FitRedeemer is

powered on, the Bluetooth transmitter inside the FitRedeemer contacts FitControl and establishes a connection. The new FitRedeemer then appears in the FitControl Setup and the parent can interact with the FitRedeemer in many ways. Also, the FitRedeemers can be set by the parent to have a secret override control that the parent can enter into the FitRedeemer. Also, the FitControl shows the status of the communication connection to the FitRedeemer as well as the direction of the signal it is receiving. The parent can title the FitRedeemer "Computer", for example, if a specific FitRedeemer is attached to a computer. Also, the usage of the FitRedeemer (who has been using it for how long) is shown. Currently, the Bluetooth network can accommodate seven FitRedeemers per dongle, but additional dongles can be added to the system. A general description of Bluetooth networks is attached.

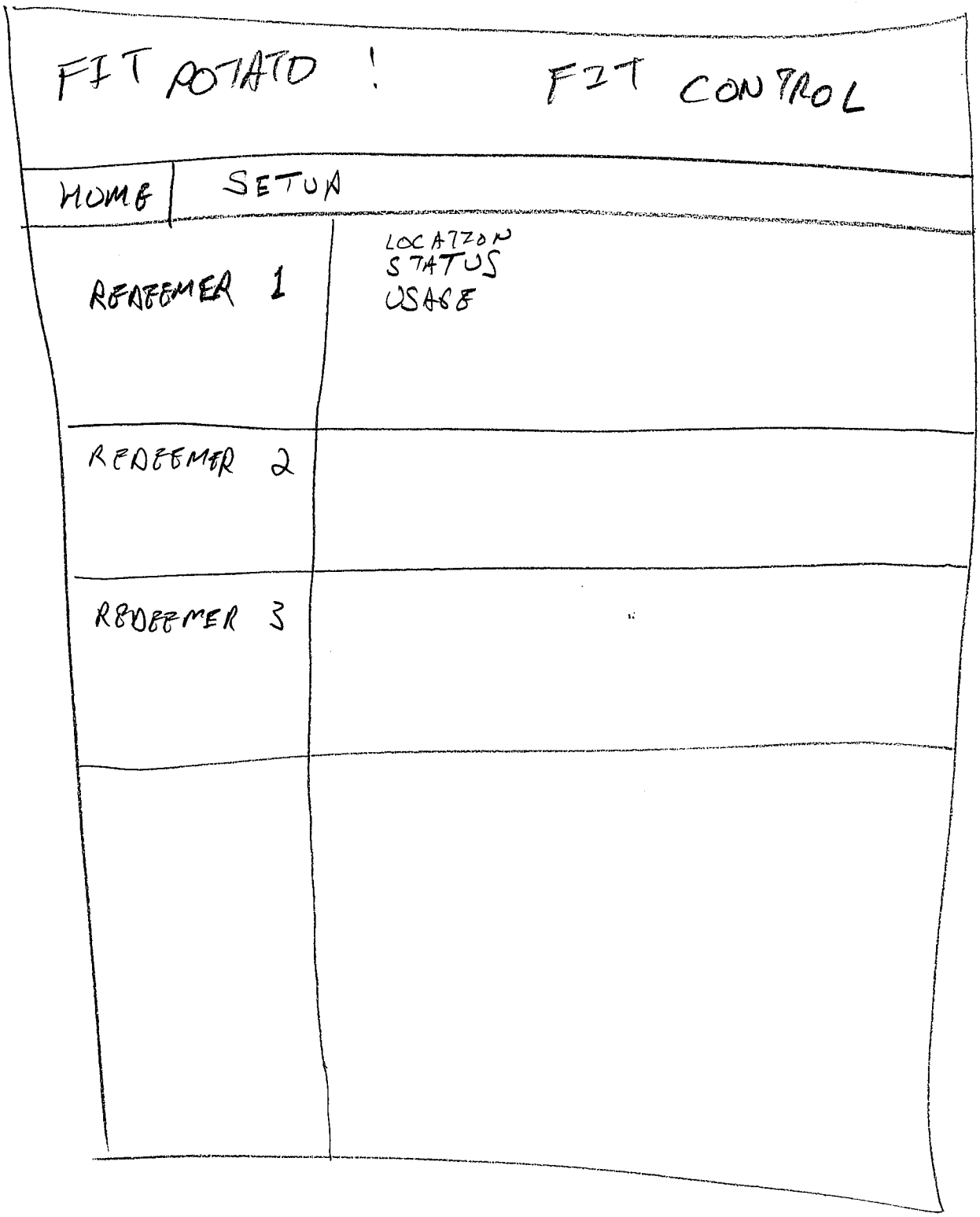
Also, FitControl can be used to access our servers at PotatoCentral for retrieving passwords, updates, special offers, etc.



ENTRY SCREEN



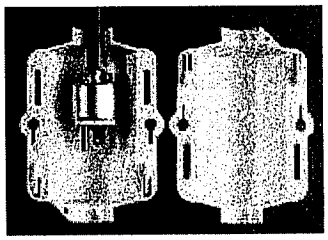
PROFILE SCREEN

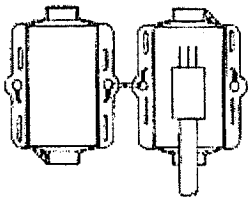


LOCAL SETUP SCREEN

4.0 The FitPotato™ FitRedeemer

The FitPotato™ FitRedeemer is an electrical plug lockout that wirelessly communicates with the FitControl. We are currently working with McGill electrical products group to modify their LOCKBOX electrical plug lockout. A picture of a standard electrical plug lockout is shown below.





To set up the FitRedeemer, it is first plugged into the wall using the attached cord. The FitRedeemer then sends out a Bluetooth message to register with the FitControl network. The parent then takes an electrical cord, like the power cord for the TV or Xbox, for example, and plugs the power cord into an outlet in the FitRedeemer. The cover is then closed to lock in the power cord using the electrical locks that lock to cover to the base. The FitRedeemer remains powered because it is plugged into the wall and power is provided to the panel on the cover using an electrical connection between the top of the base and the inside of the cover.

The top of the FitRedeemer his a panel with an LCD display and five buttons. The LCD display shows a "Enter Code" message. The child enters their code using the five buttons. The FitRedeemer checks the code using the FitControl and then displays info with regard to that child including the number of minutes remaining and provides power to the electrical plug for that time or until the TV is turned off. When the TV is turned off, the remaining minutes are stored at the FitControl.

Other aspects:

The panel can be equipped with a secret override control by the parent so that the parent can watch TV for a unlimited time until the TV is turned off.

The FitRedeemer includes a wire monitor that makes sure that it stays connected to both the wall and the TV/Xbox. If there is an interruption, then an alert is displayed and recorded at FitControl and the FitRedeemer is locked until it is re-set by the parent

using the FitControl. That way, if either the FitRedeemer is unplugged from the wall or the power cord is detached from the TV, the parent is informed and the system can not be restored unless the parent restores it.

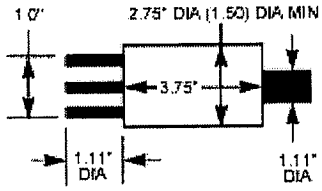
The cover of the FitRedeemer locks to the base using a pair of electronically controlled locks. Once these are locked, the FitRedeemer can only be opened by sending a command from FitControl.

The FitRedeemer automatically shuts off power to the power cord when the time limit is reached. If the FitRedeemer loses power for any reasons, then it is locked down and an alert is presented at Fit Control.

PRODUCT CATALOG

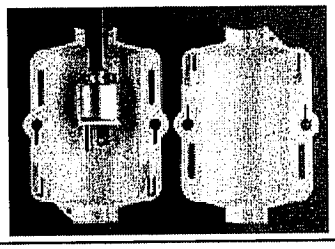
LOCKBOX Electrical Plug Lockout

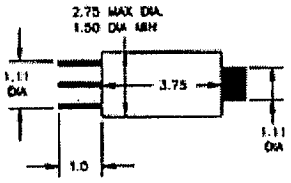
Provides a positive lockout of the plug for cord connected electrical equipment when performing maintenance and service activities. LOCKBOX is a lockable enclosure that allows personnel to work safely and confidently on electrical equipment without fear of unexpected or unauthorized start-up.



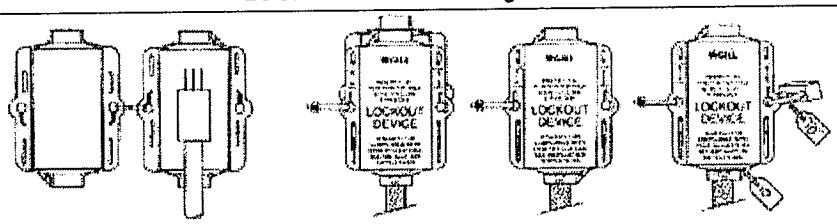
Recommended maximum plug size (inches)

- Provisions for up to two locks
- Accepts padlocks up to 3/8" shackle diameter
- OSHA compliant when installed according to instructions
- High impact U.V. polymer
- Indoor or outdoor use
- Highly visible, safety yellow body
- Holes for optional I.D. tag to indicate ownership





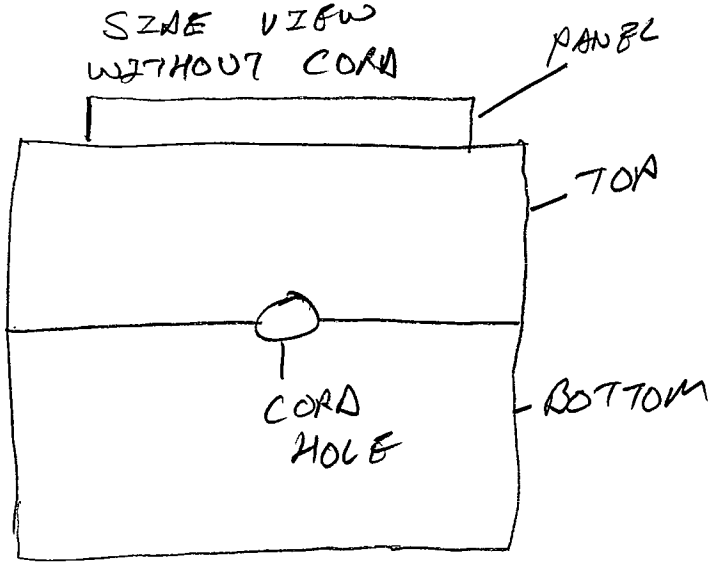
	Cat. No.
LOCKBOX Electrical Plug Lockout	5005-0530



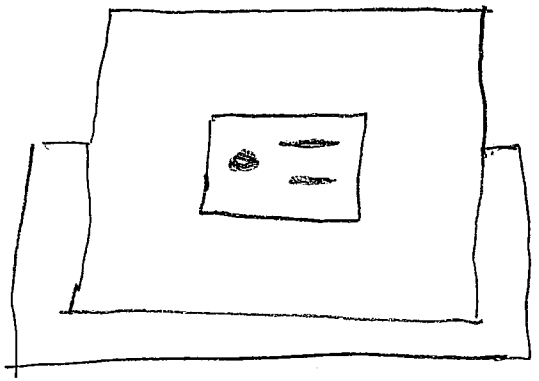
McGILL ...The Professional's Choice

McGill Electrical Product Group
9377 W. Higgins Road
Rosemont, IL 60018
sales@mcgillelectrical.com

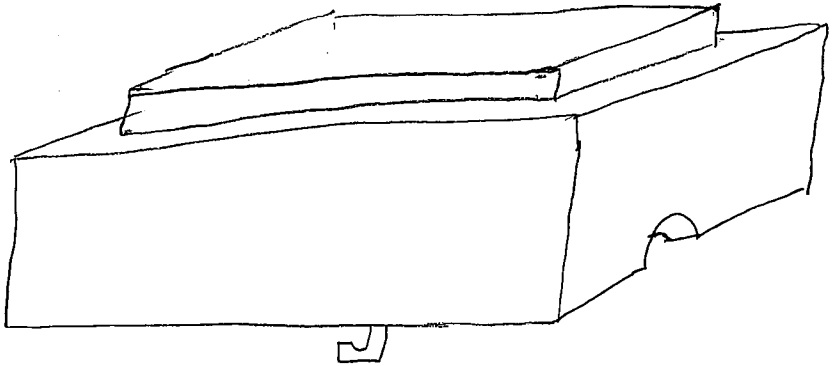
SIDE VIEW WITHOUT CORD

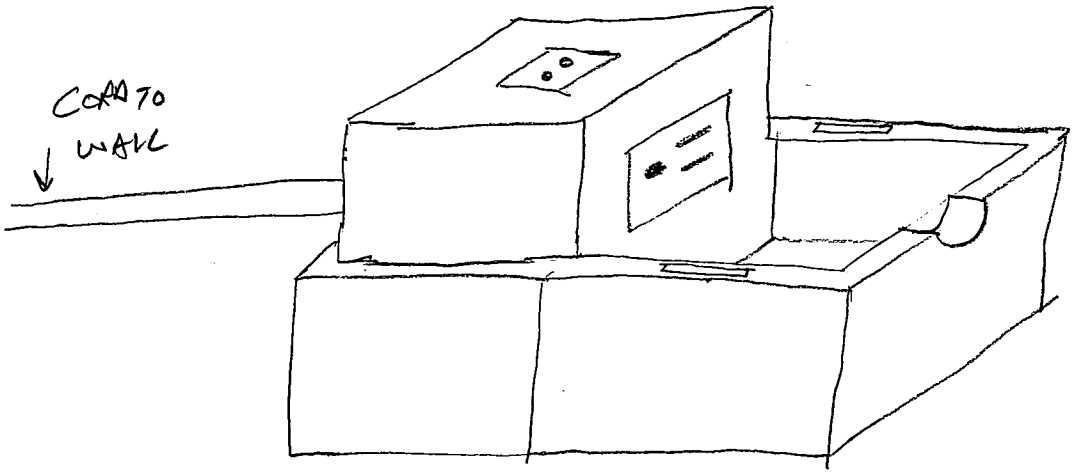


SIDE VIEW INSIDE OPEN CUT AWAY



TOP OPEN FOR SPECIMEN





ENTER CODE

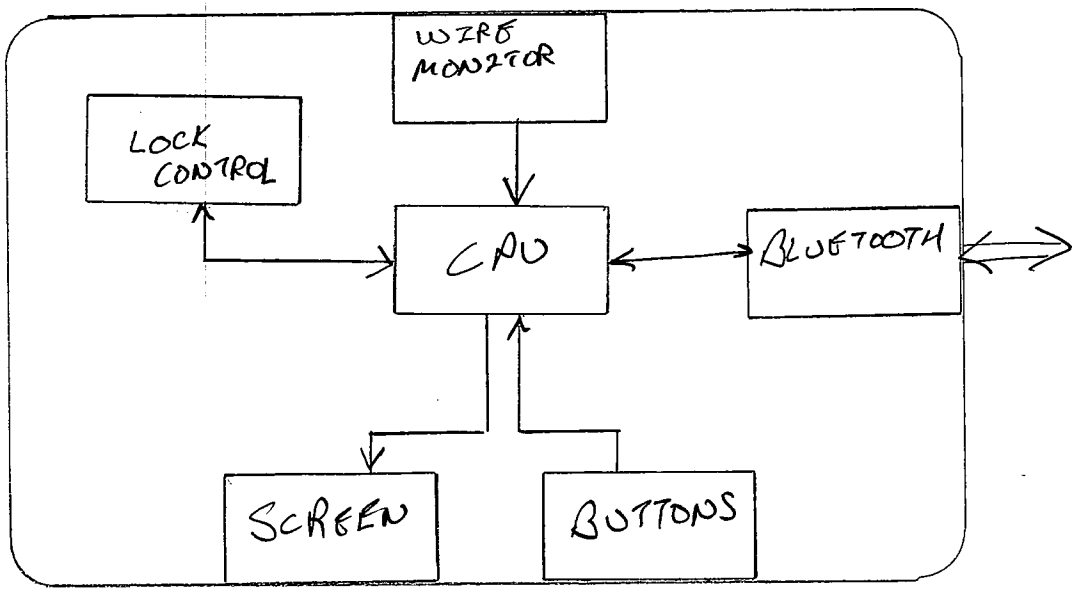
1	2	3	4	5

Jason	83.5 Minutes

1	2	3	4	5

FIT ROBEMOR PANEL

FIT REDEEMER



5.0 The FitPotato™ System!

Our standard FitPotato™ System includes one FitAchiever, the FitControl software, and three FitRedeemers, and additional FitAchievers and FitRedeemers are sold separately. As you can see, a parent can use the FitPotato™ System to effectively manage a child's access to electronics, such as a TV or an Xbox. For example, once the TV's plug is locked into the FitRedeemer, if the child attempts to watch TV illicitly, the child will either be prevented or an alert will be sent to the parent. If the child tries to turn on the TV, the TV will not be able to get power. If the child unplugs the FitRedeemer from the wall, then it is locked down until reset by the parent. If the cord is one that unplugs from the back of the TV, then at least a notice is sent to the parent that the cord has been unplugged (and the FirRedeemer locks down until reset by the parent) – and the child would need another identical cord to watch TV. If the parent buys enough FitRedeemers to lock up all the similar cords in the house, then it would be difficult for the child to get a similar cord.

For ease of use, although the FitControl requires a password to change settings or gain access to any controls, the FitControl is set up so that if FitControl is running and the child plugs in their FitAchiever, then the fitness performance can be automatically applied to the reward minutes right away without any further action by the parent. Thus, the child can come home from school and plug in their FitAchiever, get credited with their minutes and use those minutes to watch TV before the parents get home.

6.0 Future improvements to FitPotato™ System

We are currently working on some exciting improvements to the FitPotato™ System!

First, we are in the process of implementing real-time alerting when an alert is sent to FitControl. For example, if the child unplugs the power cord from the TV, then the FitRedeemer sends an alert to the FitControl. Right now the alert just waits at the FitControl, but our plan is that the parent would be immediately contacted using their cellphone number, e-mail, text, or IM with an automatic message telling them about the alert. The parent could then phone home immediately to deal with the child.

Second, we are in the process of implementing an intelligent control that measures the actual power consumed by the electronic device. In this way, the child can be credited in units of power – like Watts – and can make choices based on the power consumption of specific devices. For example, a smaller TV requires less power and the child could watch the smaller TV for a longer time using the same amounts of power – if the child was credited in Watts, rather than minutes as they are currently credited. This is felt to be attractive to parents that are very concerned about their child's carbon emissions. It could even be used independently of the FitAchiever if the parent just wanted to limit the child's daily carbon emissions without requiring the child to exercise.

7.0 Other Patented Systems

The CEO passed on your recommendation to search the PTO's website, so I did. I made a list of the patents below. The CEO says that all of these patents look pretty close to what we came up with. However, the CEO says that you are the best patent attorney around and that you will be able to find a way to get us our patent without infringing on these other patents.

Patents:

US 7,229,416 B2	June 12, 2007
US 2007/0173705 A1	July 26, 2007
US 7,334,472 B2	February 26, 2008
US 7,359,723	April 15, 2008
US 2008/0147502 A1	June 19, 2008
US 7,451,056 B2	November 11, 2008
US 2009/0023553A1	January 22, 2009

Also, I came across the attached article called "Managed Exercise Monitoring: a Novel Application of Wireless On-Body Inertial Sensing" that might be a problem.