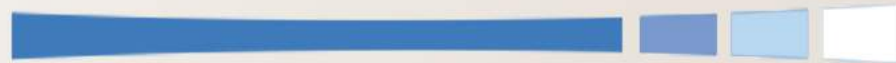




An Innovative New Range of Fitness Programming

fitforlife



www.imcvision.com

Presented and performed by professional UK fitness artists at the top of their given field.

Diversity of workout themes designed to reach a broad market.

Programmes are often designed for split level ability in order to reach more consumers, beginners through to intermediate.

New and innovative workouts designed to satisfy a market that demands new fitness concepts.

- **Yoga**
- **Pilates**
- **Gymball**
- **Dance Aerobics**
- **Latin**
- **Ballet**
- **Boxaerobics**
- **Fat Burning**

Targeted themes to reach more specific markets – Pre & Post Natal – Back & Posture – Stress Relief.





Innovative Award Winning Diverse

Filmed by an award winning production team with over fifteen years of experience in fitness.

Filmed to broadcast standard in inspirational and complimentary locations both abroad and in the UK.

Strong narrative with motivational dialogue.

UK Based presenters who are very personable and are great role models.





Strong visual content.

Meaningful brand – Fit for Life

Additional third party branding can be added to the programmes upon request.



concept driven
A Market Leader...
fitness professionals

IMC Vision is one of the leading DVD fitness and wellbeing producers in the UK & Europe.

- IMC Vision has supplied and produced specific fitness programme content for a number of UK leading brands including **Kellogg's**, **Avon**, **Marks & Spencer**, **WH Smiths** and **Scottish Slimmers**.