



MOTIVATION *REVEALED*





**SWEAT ACTIVATED
TECHNOLOGY**

DEMONSTRATE HARD WORK AND COMMITMENT USING SWEAT ACTIVATED TECHNOLOGY
HARD WORK + YOUR SWEAT = MOTIVATION REVEALED

Sweat Activated Technology: A revolutionary technology that demonstrates hard work through perspiration

Gatorade and the US Military currently utilize this technology and so can MLS.

Start with a dry shirt. Work Hard. Reveal a previously invisible image.



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Project Concept: Deliver 8,000 shirts with "keep sweating" logo in Sweat Tech at National 10K. Of those 8,000, 75 shirts have "Winner" logo. Those that sweat through and have the winner logo, win \$100.

RESULT: There was a frenzy over the shirt and subsequent social media discussion over the technology.

ViewSPORT®: Gatorade Australia, US, and South America called LiberTees with the objective on using the technology for their respective campaigns, and Gatorade PR is ordering again!

Motivation Revealed

Sweat Activated Technology at work

Consumers and athletes agree that Sweat Activated Technology is both motivational and inspirational. Greg from New York says "I workout in these shirts and want to push myself harder to see my results. It is the coolest thing I have ever worn". Become your own motivation in Sweat Activated Technology.



Woooo Hoooo just made my first purchase! I'm excited to get my Goodies and work it out or should I say sweat it out lol.

-J. Tanguay, VA



Proof of a hard workout. The sweat activated shirt worked great.

-K. Goodloe, NY



Thanks ViewSport for the awesome shirt and the inspiration I need to keep going!

-S. Thomas, MI



Received my "I am Beast Mode" shirt in the mail yesterday. Love it! Thanks for the quick service and quality product!

-E. DeGroff, VT



The aftermath from last night's workout. Best. Shirts. Ever. Keep them coming.

-C. Hansen, GA



Great customer service. I appreciate that! Thank you. Excited to receive my Sweat Activated tops!

-J. Zierden, CA

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MOTIVATION REVEALED[®]

WET TECH | WATER ACTIVATED APPAREL



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ViewSPORT's commitment to personal motivation through sweat-activated technology has provided a number of companies and organizations with a new, powerful, and one-of-a-kind medium to elevate their brand by creating a powerful psycho-physical influence over brand loyalists and general consumers alike.

The US ARMY, Gatorade and now Major League Soccer can leverage a technology that distinguishes MLS from the competition while providing the guest with a tool for self empowered.