



HAWKIN

D Y N A M I C S

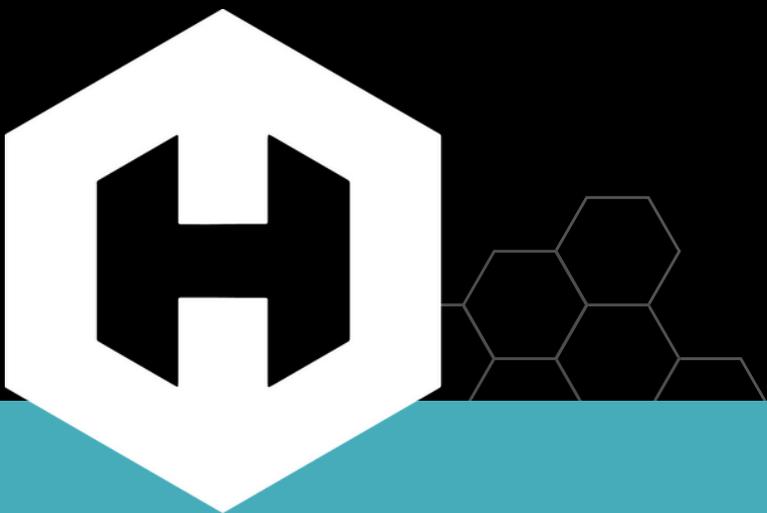
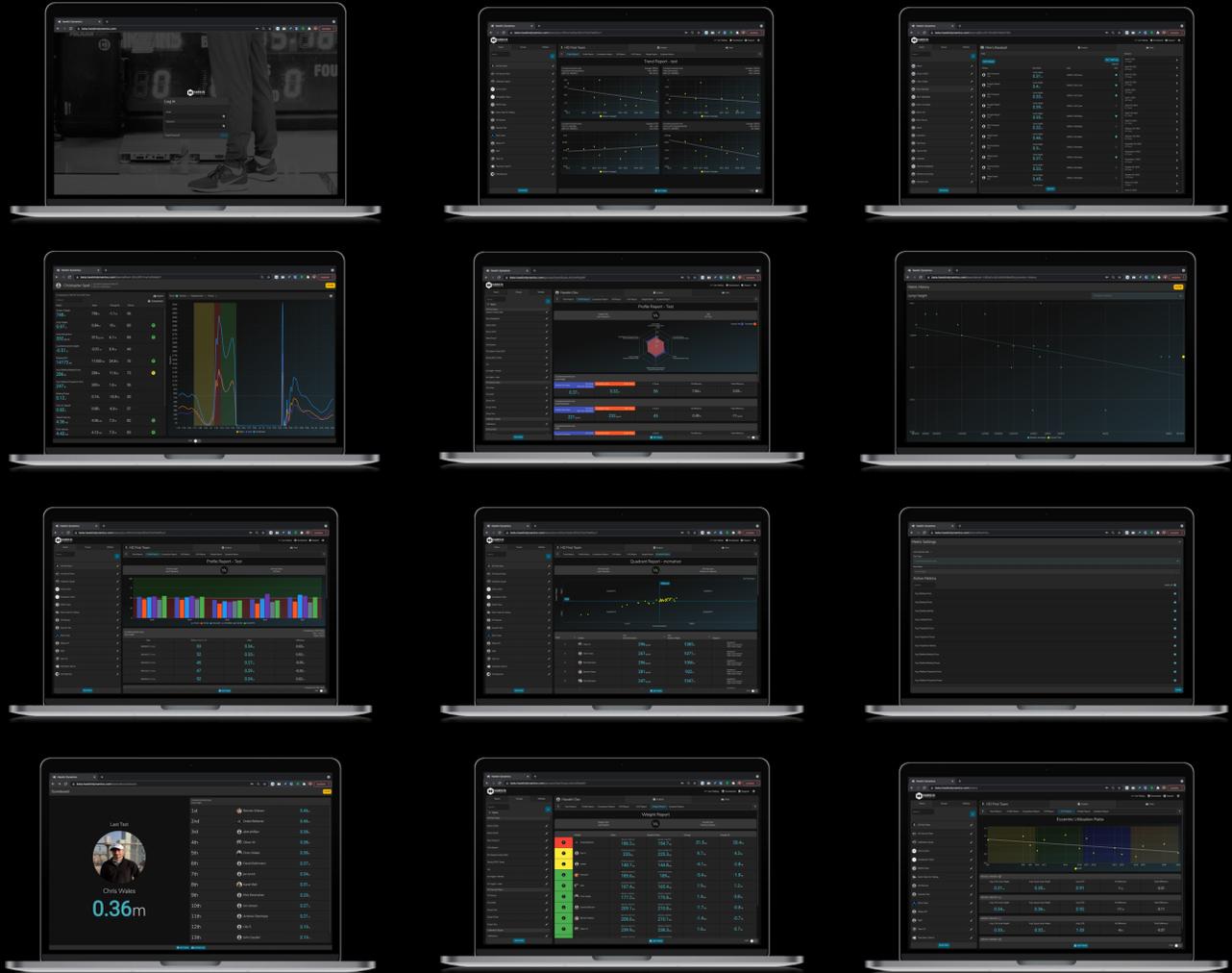
OBJECTIVE HUMAN MEASUREMENT
FROM THE GROUND UP.

INFORMATION PACKET 2021

CLOUD UPDATES 7.1.2021

As of July 1st, 2021 we have released an all new HD Cloud App with revamped and new reports, visualizations, and extremely fast processing speed.

Watch a brief video [here](#) to see more.



CONTENTS

This is the Hawkin Dynamics Information Packet, an extensive explanation of the HD Force Plate System. Designed by coaches, for coaches and constantly evolving.

PAGE 3 What is Hawkin Dynamics?
PAGE 4 The #HawkinDifference
PAGE 5 Hardware
PAGE 6 Software
PAGE 7 Reports
PAGE 8 Metrics
PAGE 9 Assessments
PAGE 10 User Testimonies
PAGE 11 Join the #HawkinFamily
PAGE 12 HD Resources



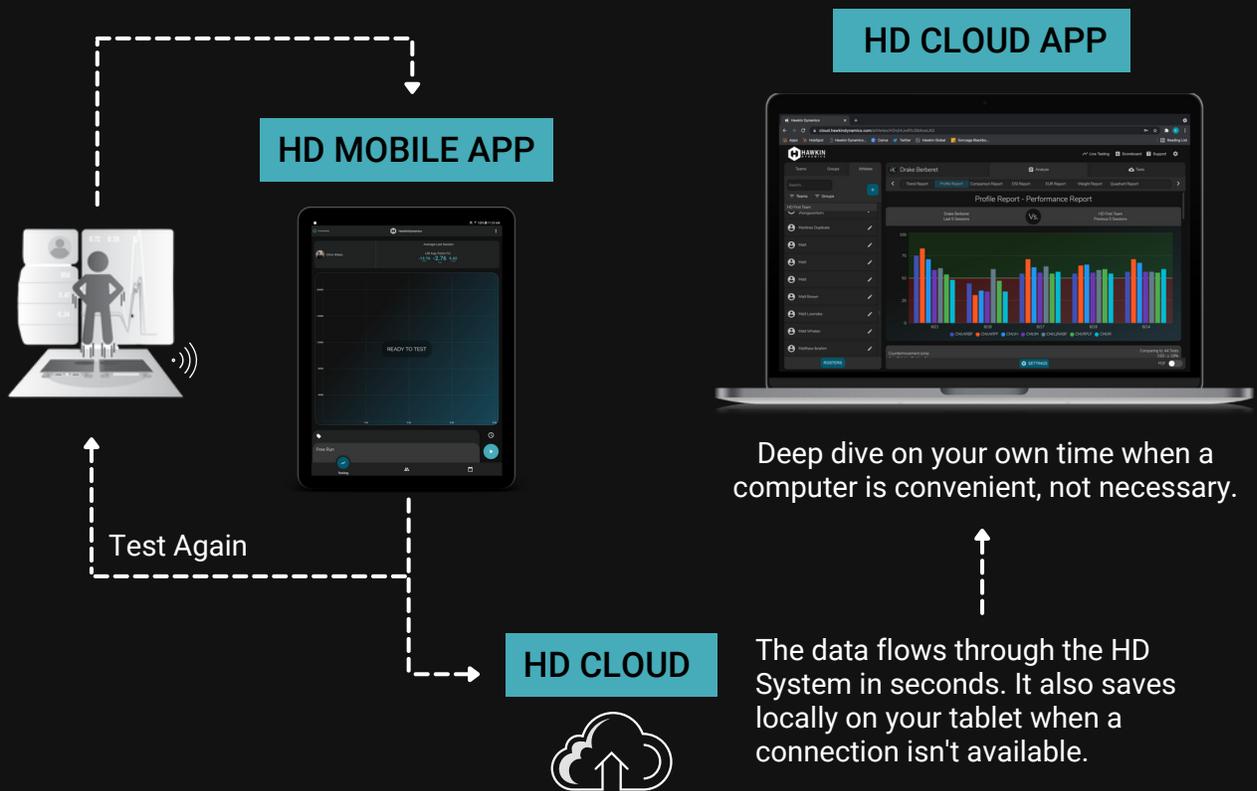
Hawkin Dynamics was first established in the fall of 2017. Since then we have served 400+ customers worldwide, and quickly growing.

With representatives in each major region of the world, we can effectively provide support to each #HawkinFamily member.

WHAT IS HAWKIN DYNAMICS?

Hawkin Dynamics is the world's first and only wireless force plate system & cloud-based software. It takes a tool that was once expensive and complicated to use, and brings it to the 21st century. It's force testing in the palm of your hand.

HD SYSTEM WORKFLOW



MADE IN MAINE



Each Hawkin Dynamics Force Plate is engineered in Westbrook, Maine, USA inside a restored historic mill alongside the Presumpscot River. The force plates are built to last, designed with Aircraft Aluminum & Stainless Steel.

We also develop all software in-house. The software is what makes our system unique and seamless to use.



THE #HAWKINDIFFERENCE

USABILITY TRANSPARENCY SERVICE

WIRELESS TESTING



UNLIMITED ATHLETES



UNMATCHED SUPPORT



9-HOURS OF BATTERY



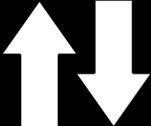
UNLIMITED STAFF



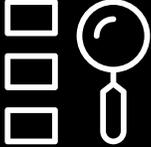
ONBOARDING SUPPORT



REAL-TIME FEEDBACK



UNLIMITED TEST OPTIONS



TIER 1 SPORT SCIENCE



PRINTABLE REPORTS



CLOUD SCORING



5-YEAR WARRANTY



HARDWARE

Hawkin Dynamics wireless force platform is a highly accurate kinetic analysis system that aids human performance assessment & rehabilitation.

The product operates as a set of two platforms, left and right. Together they accurately detect load and via WiFi Direct display clear real-time data immediately on an android app, allowing the user to complete tests in a matter of seconds.

SIZE (cm)	WEIGHT (Kg)	MATERIAL	POWER SUPPLY
72.4 x 61 x 7.6 (W x L x H) *when touching	13 Kg *per plate	Stainless Steel Aircraft Aluminum	Li-ion 6000mA.h 3.75V
FREQUENCY	SENSOR	MAXIMUM LOAD	CONNECTION
1000 Hz *research grade	Beam Load Cell *4 per plate	150% Max Range	WiFi Direct (100m) & Local Saving
RESOLUTION	ACCURACY	MECHANICAL RANGE	VOLTAGE
+/-0.25N	0.1N	0 - 14 kN	5V



OUR FORCE PLATES ARE RUGGED,
PORTABLE, AND BUILT TO LAST.



SOFTWARE

The HD Software is the difference. The world's first mobile application for a force plate, with a cloud-based data management software.

Test your athletes in seconds, test your team in minutes...all in the palm of your hand.

Real-time feedback for each metric displayed immediately. Long-term analysis with statistical scoring in the cloud-app for a deep dive into the data.

THE TOOL



*hardware integrations available
more information below

THE DIFFERENCE



WEIGHT TRACKING



REAL-TIME DATA



QUICK NAVIGATION



DEVELOPED IN-HOUSE



- Our software UI is designed around our users, and continually evolves to meet the demands of our users.
- Metrics, reports, & other features are added after thorough evaluation by the HD research & performance team.
- We are also pleased to offer 3rd party integrations with most Bertec & AMTI hardware. Additionally, we are resellers of Bertec, with seamless software integration.



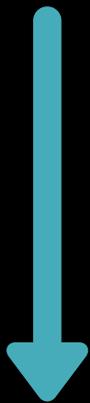
REPORTS

The HD Cloud App makes reporting easy. Quickly create your own report using one of the HD report templates.

One click download and print makes sharing with staff members & athletes seamless. Add custom notes to any report.

There are different options to score athletes in the HD Cloud App:

- Z-Scores (-4 to +4)
- Modified Z-Scores (0-100)
- Percent Change (%)
- Absolute Change
- Smallest Worthwhile Change



SELECT REPORT TYPE

SELECT SCORING TYPE

SELECT POPULATIONS

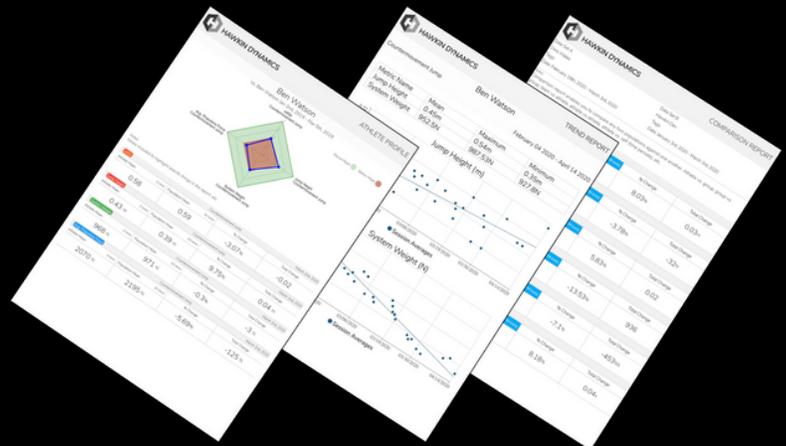
SELECT DATE RANGE

PRINT & SHARE

REPORT TEMPLATES

- Trend Report
- Athlete Profile (Radar)
- Athlete Profile (Bar)
- Comparison Report
- DSI Report
- EUR Report
- Weight Report
- Percentile Report
- Quadrant Charts

[Video Here](#)



METRICS

We provide 300+ metrics in the HD Software. Metrics vary based off of test type, phase location, left or right, & metric type (i.e. force, velocity, power)

- Countermovement Jump..... 77 metrics
- Squat Jump..... 41 metrics
- Drop Jump..... 68 metrics
- Isometric Test..... 29 metrics
- Multi Rebound..... 15 metrics
- CMJ Rebound..... 95 metrics
- Free Run..... 10 metrics

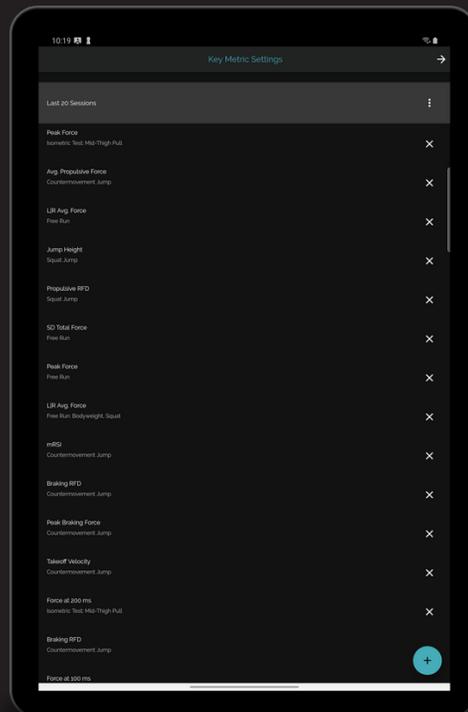
The issue with metrics is not that there is never enough, rather there are too many. In the HD System, we provide metric filtering. See & use the metrics you use, hide the metrics you don't. The others are still saved in the backend for export if you need them at a later time.

EXPORTS



Own your data.

KEY METRIC PAGE



POST TEST DISPLAY



ASSESSMENTS

An assessment for every athlete based off of the demands of the sport.

STATIC	SLOW DYNAMIC	FAST DYNAMIC	ISOMETRIC	FREE RUN		
1	2	3	4	5	6	7
Squat Jump	CMJ	CMJ Rebound	Drop Jump	Multi Rebound	Isometric Mid-Thigh Pull	Squats
Loaded Squat Jump	Loaded CMJ	Loaded CMJ-RE	Depth Jump	10/5 Rebound	Isometric Back Squat	Balance Tests
Unilateral Squat Jump	Unilateral CMJ	Unilateral CMJ-RE		Scandinavian Rebound	Isometric Trapbar Pull	Nordics
Static Pushups	Ballistic Pushup			Bosco Jump Test	Isometric Belt Squat	Unlimited Options
					ASH Test	
					Special Isometrics	



HD TAGGING SYSTEM

Make any assessment above your own. Compare it within your system against other assessments with the same tag.

Example: Select Countermovement Jump and create a "Tag" to make it a "Loaded CMJ 20Kg"

#HAWKINFAMILY

Testimonies from our users:



Adam Fletcher | Director of Basketball Performance, Illinois (NCAA DI)

"Hawkin Dynamics' Force Plate System has not only been extremely useful for establishing daily readiness in our program, but also very impactful in our training plan & prescription. We jump on the force plates every single training session and incorporate weekly assessments in the CMJ, Drop Jump, and Isometric mid-thigh pull test. The competition it drives is unparalleled."



Daniel Hicker | Director of Performance, Columbus Crew SC (MLS)

"The use of the Hawkin Dynamics force plates and software has allowed for tremendous built-in opportunity across our multiple levels of athlete development. The swiftness of use and quality of data feedback allows us to seamlessly integrate the system into our trainings. Conversations with the athlete become invaluable as a bridge between human response and data-driven training."



Devan McConnell | High Performance Director, Arizona Coyotes (NHL)

"Fortunate to have Hawkin Dynamics support. Being able to assess late stage return to play values to previous norms allow for an objective evaluation of progress, and leads to more informed decisions."



Loren Landow | Official Sport Science Partner of Landow Performance

"Performance training has multiple levels. My training is employed by enabling the body to withstand common forces while making the body more resilient to forces of the given sport. As I teach precise mechanics, I lead my athletes to increase the development of force (strength) and decrease the time it takes to produce that force (speed), thus, yielding greater efficiency with each effort. Superior resilience and efficiency in movement not only augments sport performance, it also allows athletes to undergo less strain in sport, and ultimately extend their athletic career."

JOIN THE #HAWKINFAMILY

Our goal at Hawkin Dynamics is to make force plates accessible to everyone. Our force plate is already the most affordable research grade plate on the market, however we also provide leasing & financing options.

A

PURCHASE

Our most common option. Purchase the HD force plates outright.

\$5,000/force plate set

You own the hardware, and license the software.

Software license (USD):

- 1-year (\$2,000/yr)
- 3-years (\$1,500/yr)
- 5-years (\$1,300/yr)

Ask about our multi force plate rates and enterprise options.

B

LEASE

The lease provides users with a lower barrier to entry, with the added benefit of no cost hardware swaps when we deploy the next generation of HD force plates.

Lease options (USD):

- 1 System (\$4,500/yr)
- 2 Systems (\$6,500/yr)
- 2+ (rates vary)

C

FINANCE

The financing option is a common option for lower budget facilities, and for personal force plate sets.

Pay on both the hardware and software over two years. After two years, you own the hardware and license the software.

Financing options are for 1 and 2 systems deals only.

- x1 (\$450/month)
- x2 (\$750/month)

*rates do not include accessories

+ HD ACCESSORIES

PELICAN TRAVEL CASE



Take your force plates on the road, or ship them to a satellite facility for remote testing using the HD cloud.

FOAM SURROUND



Extend the surface area of your force plates increasing athlete's level of comfort.

TABLET



The HD Force Plates are operated by an Android tablet.

ISOMETRIC RIG



Seamless isometric testing at different joint angles. Lightweight and portable.



REQUEST A QUOTE: SALES@HAWKINDYNAMICS.COM



HD RESOURCES

#HAWKINFAMILY #HAWKINDIFFERENCE

See what we have to offer:



- Watch the system function in real-time
- Listen to our Talkin' Force Educational Series
- Watch videos from our users
- Rewatch the Coaches vs. COVID Webinar

[YOUTUBE](#)

www.youtube.com/HawkinDynamicsForcePlates



Popular blog links:

- [10 Things to look for when buying a force plate](#)
- [13 Articles by Dr. Jason Lake](#)
- [Which surfaces are okay to test on?](#)
- [A review of 100 jumps, is there an optimal profile?](#)

[HD BLOG](#)

www.hawkindynamics.com/blog



Speak directly with a Hawkin Dynamics sales representative to answer your questions, request a virtual demo, or a quote.

[CONTACT SALES](#)

www.hawkindynamics.com/contactsalesteam

