

# Fyt 02

## Press Kit User Guide

May 2026 • Launch: May 19, 1pm UK Time, 2026

### Welcome

Thank you for your interest in Fyt 02 — the smart, flexible sensor that turns any chair into an intelligent posture and wellness coach. This press kit contains everything you need to create high-quality coverage. All assets are high-resolution and ready for print and digital use.

### Press Kit Folder Structure

#### 01\_Product\_Renders\_HiRes/

*High-resolution product photography*

- Button Press.png – Close-up of the haptic button
- Exploded.png – Exploded view showing internal components
- Hero Shot.jpg – Hero product image
- Sensor Image 1–3.png – Multiple angles of the flexible sensor

#### 02\_Lifestyle\_Images/

*Real-world lifestyle photography*

Six high-quality lifestyle photos showing Fyt in home offices, co-working spaces, and everyday environments. Perfect for feature stories and social media.

#### 03\_Brand\_Logos/

*Official brand assets*

- Primary.png – Main Fyt logo (full color)
- Secondary.png – Alternative logo version

#### 04\_Team\_Photos/

Professional headshot of founder & CEO Joe Ryan (joe\_ryan\_founder\_and\_CEO.png).

#### 05\_Software\_UI/

*App screenshots*

- Dashboard Screenshot.png & Zoomed.png
- Analytics Detail View.png
- Sensor Live View.png

High-resolution screenshots of the Fyt mobile and web app interface.

## 06\_Kickstarter\_Video/

Fyt Kickstarter Video - Fyt\_Kickstarter Video \_Final Cut SUBS.mp4

## 07\_Press Releases/

*Official press releases (ready for immediate use)*

- Fyt\_02\_US\_Press\_Release\_17May2026.docx & .pdf
- Fyt\_02\_UK\_Press\_Release\_17May2026.docx & .pdf

## How to Use These Assets

- All images are high-resolution and suitable for print and web.
- We're happy to provide additional angles or custom assets upon request.

## Questions or Additional Assets?

Please reach out to the Fyt team at [info@sitfyt.com](mailto:info@sitfyt.com) or via the contact details in the press release.

*We're excited to partner with you on the launch of Fyt 02!*

*Fyt 02 — Turn Any Chair Into a Smart Health Coach*  
sitfyt.com • Kickstarter Launch: May 19, 2026