

ESP RainMaker Customer Case Study - PitPat



ESP RAINMAKER®



PitPat is an innovative fitness brand in the United States, dedicated to transforming people's exercise routines and enhancing their health through gamification. The brand offers a virtual running experience for individuals engaging in home-based workouts through smart devices and an associated mobile app. At present, two different series of treadmills and walking machines - Superun and DeerRun have been developed for different groups of people. These devices establish cloud connectivity and allow real-time synchronization of users' workout data with virtual scenarios online. This enables users to effortlessly customize running and fitness modes, redefining the entire fitness journey.

To begin with, the PitPat team had good expertise in software and hardware development. However, with their business goals, they had the challenging task of not only building the device firmware, phone apps, and cloud platform but also quickly iterating the innovative features. So they were looking for a strong platform to base their work upon in order to not reinvent the wheel. Compliance with local regulations, privacy, and security were important considerations for the platform choice. With many additional products in the plan, they also wanted the platform to provide a great amount of flexibility and customizability.

Espressif's ESP RainMaker has significantly benefited our business development. Embracing this platform streamlined our R&D process and lowered costs. ESP RainMaker offers a robust IoT development environment, expediting the product's path from design to market. In terms of data security, we believe it is highly reliable. Through this partnership with Espressif, we've bolstered product security and availability while efficiently expanding into global markets.

Zhang Jie
CEO



ESP RainMaker not only met PitPat's requirements but went well beyond to significantly simplify product development for PitPat. ESP RainMaker's serverless instantiation in PitPat's own account provided them with their private IoT cloud. PitPat team could develop the firmware based on ESP RainMaker agents to seamlessly connect their devices to the cloud. ESP RainMaker open-source phone apps provided a very good starting point for the PitPat team to build their mobile apps. Additionally, the PitPat team could easily enable voice integration using ESP RainMaker's voice assistant skills.

With ESP RainMaker's serverless architecture, PitPat could meet all the compliance, privacy, and security requirements and also helped to have minimal latency for device-cloud communication providing a great user experience. The serverless architecture also enabled a zero-maintenance cloud for PitPat so that they don't need to spend efforts in cloud management.

By using ESP RainMaker, PitPat could exploit connectivity in their fitness devices to redefine fitness for users through personalized workouts, data-powered training, and gamified experience. With its commitment to innovation and robust platform based on ESP RainMaker, PitPat is spearheading a fitness revolution in the US market assisting users to achieve their health goals.



Pit Pat



If you are interested in understanding more about ESP RainMaker and Espressif products, please contact us at espressif.com/sales.