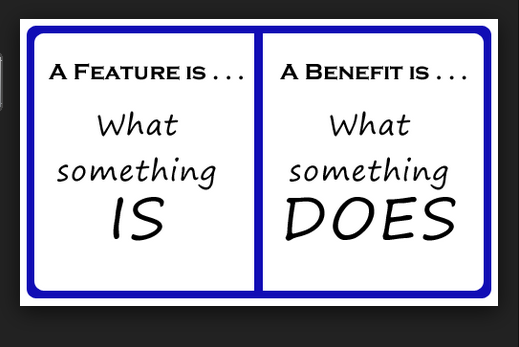
The difference between benefits vs. features

* **Features** are defined as surface statements about your product, such as what it can do, its dimensions and specs and so on.
* **Benefits**, by definition, show the end result of what a product can actually accomplish for the reader.



A fast internet connection is a feature,

but the ability to quickly find your way when you’re lost is a benefit.



Features:

* 12 MP, 4032 x 3024 pixels, phase detection autofocus, dual-LED (dual tone) flash,
* Active noise cancellation with dedicated mic
* Siri natural language commands and dictation
* iCloud cloud service
* iCloud Keychain
* TV-out
* Maps
* Organizer
* Document editor
* Photo/video editor



Features:

Group Exercise Studio

State of the Art Equipment

Kids Club

Personal Training

Functional Training

Cycle Studio