

EYE

EXCITE YOUR ENVIRONMENT

fitness

exercise equipment – education – exergaming



Excite Your Environment – For Kids young and old!

Kids fitness and Exergaming – new language – new technology – new solutions!!

Innovations exist for health club operators, recreation facilities, schools, community halls, sporting teams and facilities, and PT studio's. Do you want to make a difference?

The need to excite and engage your users young and old and provide time efficient, enjoyable environments and training stimulus and ultimately results to ensure retention has never been more real.

Luckily there are many solutions involving Exergaming however this MUST not be limited to kids fitness.

Exergaming is a new breed of technology based products that provide exercise in an interactive nature with your users. Perhaps many were designed to appeal to the growing kids fitness need in our community. However these perfectly appeal to seniors, parents and should be considered as opportunities to maximise space utilisation in facilities for diverse programming applications for all population groups rather than just kids fitness, on its own. Some Exergaming solutions require a permanent space as to run programs, circuits and training environments. These includes any of Strive's Interactive family of products; 3KICK, HeavyBall, Jump Q as well as the Absolo or Vcycling.

However a larger range of multipurpose space exergaming products exist, that can function in group fitness rooms, community halls, recreation centre stadiums, school gymnasiums and open studio's. These products such as HOPSports, Xerdance and Sportwalls and Trixter X-bikes (some storage required) enable facilities to tap into kids fitness, adult fitness, seniors fitness, family fitness, with all these products as well as continue to use the facility space for traditional functions as required; eg. pump classes and basketball games. The reality is these spaces lay dormant to often and this is an opportunity for facility managers to explore. It means you can target kids fitness programs but also appeal to the wider "non-gym going" demographics.

These exergaming products are often referred to as interactive fitness products or even mind/body development, as they call upon greater mental focus to be co-ordinated with the physical, making it a more holistic and beneficial range of training products. They involve personal competition, provide feedback for improvement and actually allow for a more effective and supportive training environment through greater instructor interaction, engaging sessions and variety in training stimulus. In addition the training benefits the whole body development through balance, co-ordination, reactions, strength and cardiovascular fitness with the added component of FUN.

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Kid's fitness is definitely on the increase with stand alone facilities such as Gecko kids Fitness establishing in Melbourne which incorporates satellite locations using community facilities with multipurpose programming/products at kid's specific time slots as well as a fixed training headquarters where fixed equipment in space can be utilised. Other new facilities includes existing fitness centres that have incorporated a kids training area into their existing facility such As Virgin Active in Sydney, Fitness N Motion in Queensland and most recently "My 1st Gym" at the Lilydale Squash and fitness centre.

All facilities include some combination of the many "exergaming" products along with traditional activities and products or Strives innovative kids strength line to ensure strength training education is provided on correct, purpose built equipment.

In summary, I suggest clubs and facilities explore the many solutions now available on the market outside the current "norm", and plan to incorporate them into their planning over the next 5 years. As we have seen a transition from vinyl, to tape, to CD to ipods just to listen to music so too will we experience exercise and fitness by different means.

David Norman (BPhEd) now shares his knowledge and experience through speaking, writing and his role at EYE Fitness. EYE fitness imports, sells and trains users, and consults to businesses and schools on the benefits of innovative exercise equipment, education and exergaming products to enhance adherence, participation, enjoyment and connection to the benefits of exercise.

Have David review and analyse your business and learn about the current trends, models and innovation that you could consider. dnorman@eyefitness.org 1800 771 079
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