

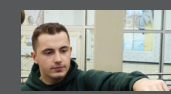


Biofeedback device for Athletic training

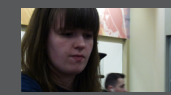


Can a device be designed that:

- Helps bridge client and trainer
- Acquires pertinent data in real time
- Improves the workout experience
- Look good doing it?



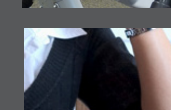
"I don't like that I spend a lot of my time repeating myself and doing paperwork."
- Trainer



"I don't always know how to use the machine the right way and the trainer is usually busy."
- Gym Member



"Sometimes I feel like I'm glued to this thing."
- Gym Member



"I have used another product, but it doesn't do nearly what I want it to, and I have to enter all the data myself."
- Gym Member

Trainers experience **frustration** when wanting to increase the effectiveness of their **time and resources**. Clients find getting an effective workout difficult with inexperienced or **overwhelmed staff**.



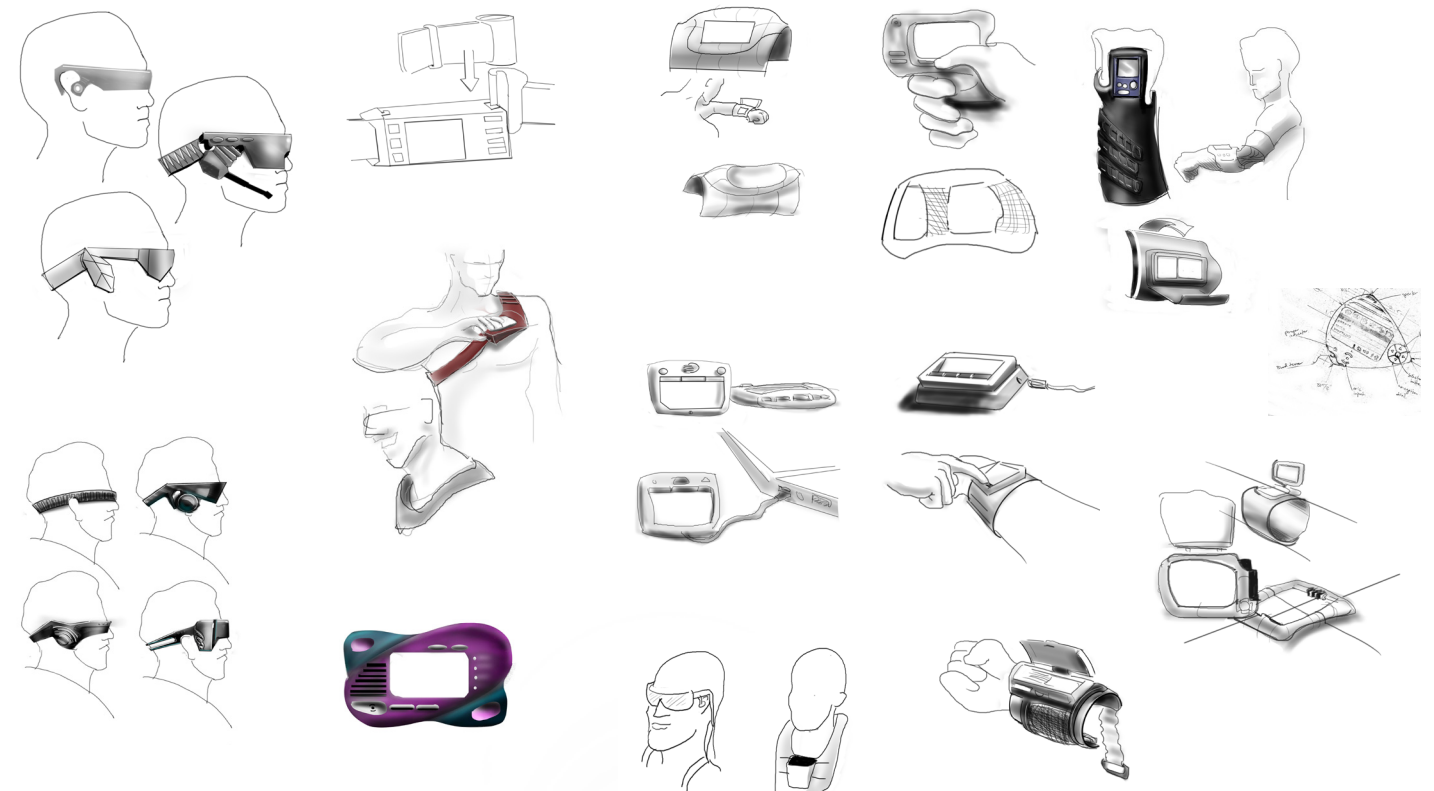
Various **online resources** offer excellent tools to track personal fitness data, but you **must input the data post-event**. These websites generally include social, nutritional, and record keeping elements.



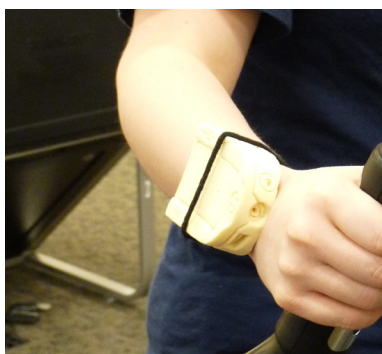
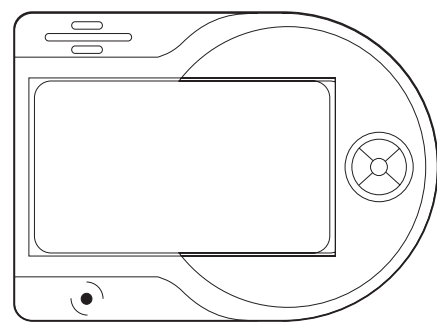
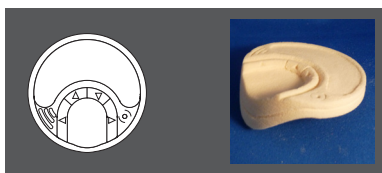
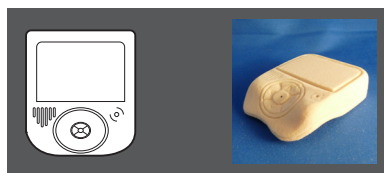
Nike Plus device tracks real time data but is **narrow in focus** though it does link with a smart phone app.



24hr Fitness' Body Bugg tracks good data but is **not accessible in real time** and has no graphic interface.



One primary constraint involved a screen size of 1.5" x 3". Due to the drivers, my concern for features was that it had to have **interactive navigation**, speaker and microphone, wireless capabilities, and chargeable battery for portable use.



Power and Headphone jack

B.I.A. Bio-electric Impedance Analysis

Microphone
Navigation pad

