

CLUB INDUSTRY[®]

THE MAGAZINE FOR FITNESS BUSINESS PROFESSIONALS

SENSOR ARMBAND

BodyMedia's new Core Armband uses four sensors to capture more than 5,000 data points per minute, tracking a wide range of user information, including calories burned, steps taken, level of activity and sleep. The functionality is delivered in a more lightweight product than previous BodyMedia armbands, and the Core also is ultra-efficient, keeping its charge for up to six days. Users can transfer their workout data to BodyMedia's online Activity Manager (which also will receive an update in 2011), where they can set activity goals, keep a food log, and store other details for their own information or to share with a personal trainer. The updated Activity Manager also will introduce the new BodyMedia FITcoach function that provides personalized feedback based on the individual's sensor data and goals.

BodyMedia; www.bodymedia.com