

Club Business International

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Short Takes

MY, OH, MAYA! She's the Hottest Trainer in Town!

If you're thinking of expanding your fitness staff, there's a new, albeit somewhat unconventional, trainer you may want to consider employing. Her name is Maya, and she's... well, exceptional. She knows a steadily selected number of workout routines, and is even in the in-thingy-woo-thingy-her-fitness-clubbie. Maya, the star of a summer new video game, *Source2Fitness*, produced by independent IHRSA, is the fitness computer assistant, fully interactive personal trainer. She's also the brainchild of Ted Spenser and Phil Burton, both exercise enthusiasts and co-founders of the Oregon-based firm.

Though video games have often been blamed for America's increasingly sedentary lifestyles, they're now being touted as a promising tool for promoting physical activity. Unlike other games or workout videos, however, *Source2Fitness* personalizes the exercise experience with a complete

fitness analysis, goal-setting, randomized meal plans, fit-ness-related, a variety of music options and workout environments, and more than 200 fits gleaned from the pages of *Prevention* magazine. The program, created by a team of fitness trainers, provides customized routines from a database of more than 100 exercises, which incorporates everything from basic strength training to Pilates, and step-aerobic equipment such as hand weights, step benches, and balance balls. Maya also dispenses meal plans and weighs in, 500 in total, provided by Alltopps.com.

The game is even able to monitor users along the way. Maya not only notices if a workout is missed, but will inquire why.

Source2Fitness is currently available for Microsoft's Xbox and PC, and Sony's PlayStation 2. A sequel that's now in the works will offer expanded Pilates, kickboxing, and weight-training options. ■



Tech-Fitness from a fit virtual trainer

