



Fear The Flu?

BASTYR CENTER
 FOR NATURAL HEALTH

Seattle, Washington
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Keeping your New Year's resolution with a virtual trainer

06:56 PM PST on Friday, January 14, 2005

By **LORI MATSUKAWA / KING 5 News**

PORTLAND, Ore. – Personal trainers see an increase in business this time of year with New Year's resolutions still fresh in everyone's mind.

That fades after time. But thanks to a Portland company, now you can hire a trainer whenever you want to.

Meet Maya, the first interactive personal trainer, giving those Xboxes, PlayStations and PC's a new workout.



KING

Portland's responDESIGN created "Yourself Fitness" – its first game out of the box.

"I really didn't want to build games that had guns in them, had tanks in them, had bombs in them," said Ted Spooner, responDESIGN CEO.

Maya will keep your heart rate up at your convenience.

"There's over 500 different exercises she can build your program from," said one designer.

It took three years of research and development to get Maya to market. She first stepped out last October and has since hit her stride selling hundreds of thousands of programs.

Load in your personal profile, choose a workout environment and music from Hip Hop to Latin, and meal planning to stay on track.

"A fully interactive and personalized medium that you can

Advertising

marketplace



- Buy a Car
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that game box," said Phineas Barnes, esponDESIGN chief marketing officer.

Phineas Barnes brought Maya to virtual life. Already, plans are on the desktop for her next interactive adventure.

"It's really showing the game console is capable of doing more than what it's been used for in the past," he said.

The success of "Yourself Fitness" has prompted responDESIGN to expand.

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The company is in the process of hiring more people to keep up with producing new games.

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