

# Mywellness Cloud Solution

by Toni Krasicki



Excite+ VISIOWEB

Tablet

Mobile

PC

**YOU AND YOUR MEMBERS, EVERYWHERE**

**“ Once at the gym the key is inserted into the Technogym equipment and it syncs with CLOUD to upload all your movements inside the gym. ”**

**G**et ready to revolutionise the way you connect to your gym, members and equipment when Technogym launches its new Mywellness Cloud Solution (CLOUD) on 15 September. It's the first cloud computing technology in the fitness industry, so is set to give you a powerful and unique tool to provide more cutting-edge services to your members, as well as overhauling the way members manage their overall wellness.

CLOUD revolves around mywellness.com working similarly to Dropbox and Sky Drive, where the service is accessible from any computer, tablet, iPhone, smartphone or from Technogym's equipment through VISIOweb. Clubs can choose from a series of Wellness Apps (or modules) that best suit your business' and member's needs.

In 2012 Technogym will reach a 20% market share of all commercial clubs in Australia, 70% of which use VISIOweb cardio equipment. Technogym National Sales and Marketing Manager, Nick Aspinall says that the Australian market has adopted the technology so well that 'we have one of the highest penetrations of VISIOweb technology in the world.'

Users don't have to remember passwords and usernames, as login is simply via a QR code (that takes you to their web page, after being photographed by an iPhone or smartphone that is loaded with the appropriate app). 'Once you are logged in you can customise your homepage and have your Facebook, local weather, an internet website or whatever you decide to have as your welcome screen,' he says.

In addition, the Mywellness Key is now available to clubs, to help members improve their wellness and fitness. The Mywellness Key is a personal accelerometer that is worn on your waistband, and an ideal addition to use with CLOUD. The Wellness Key monitors and measures your movements, including the intensity of the moves that you make, whether you are at home, work or at the gym. 'Once at the gym the key is inserted into the Technogym equipment and it syncs with CLOUD to upload all your movements inside the gym'.

As an added value service, with the use of the PRESCRIBE or COACH app/module, club operators can offer wellness coaching, so trainers can motivate and coach your members both in and out of the gym, using the information stored on CLOUD. It's a new way for members, trainers and the club to interact with each other, opening up a whole new paradigm in health and fitness coaching.

For clubs looking to upgrade to CLOUD, it's an easy software update performed by a technician onsite. However, if your club chooses to purchase any apps/modules for the CLOUD then upgrades are included free of charge. CLOUD technology is not attached to any one club either, so users can take their wellness.com profile with them when they change clubs, making it ideal for club members who travel, who move often and for clubs who have more than one site.

Club owners using the ASSET app/module will have the performance and circuitry of their equipment fully monitored by Technogym to minimise any downtime or cost of repair. 'We will be constantly monitoring the cardio machines of our customers, and we'll know about a problem before they'll know about it,' says Nick.

To find out more about Technogym's Mywellness Cloud Solution phone 1800 615 440 or email [info.au@technogym.com](mailto:info.au@technogym.com)

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