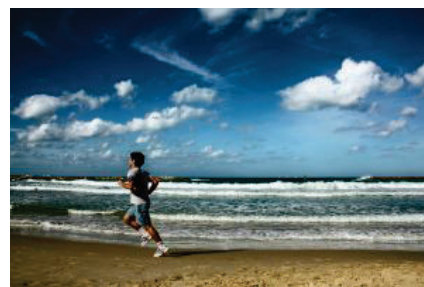


Physical activity is no longer a luxury or strictly linked to aesthetic aspects or to professional athletes. New technologies imply improvements to the professional user and also for the fortuitous user, making physical exercises a more popular and enjoyable activity.



Source: www.sxc.hu



Description

This software collects and analyzes an individual's physical fitness data, such as his medical history, coronary risk and body composition, using an online database with wireless data transmission. The software can be executed on mobile devices such as PDAs, cell phones and smart phones with Internet access (Wi-Fi, Bluetooth or 3G).

Problem

Physical fitness data are usually collected in bodybuilding gyms and fitness centers where it is difficult to use computers. Many fitness centers collect such data on handwritten forms and auxiliary calculations are done by the professional, which leads to errors and results that are slow to obtain. The digital storage of these data requires the professional to create or feed information into databases that are connected directly to the Internet service provider, which is also often a slow process. The software programs available on the market are not executable on mobile devices, thus requiring the use of computers and notebooks.

Proposed solution

Physical fitness assessment software executable on mobile devices with Internet access, with parameters can be chosen by the user for each assessment, with automated calculations, and wireless data transmission.

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Benefits

- Portability: can be executed on PDAs, cell phones and smart phones;
- Wireless data transmission;
- Flexibility: parameters and tests set up by the evaluator;
- Online database: storage on a central server;
- Multiuser access: Username/password control system;
- Security: Specific permission for each login;
- Agility: data collection and on site visualization of results;

Market potential

Brazil's consumer market of general software is the world's seventh largest, corresponding to US\$ 4.2 billion or 0.7% of Brazil's GNP in 2004 (House of Representatives, 2004). The country has about 12,682 bodybuilding gyms and fitness centers, with total annual revenues of US\$ 218.2 billion. These establishments reported a total of 3.95 million users in 2004 (IIHRSA Report, 2004).