

FITNESS ARCADE



FOR IMMEDIATE RELEASE

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Interactive Fitness Gaming at Buehler YMCA

Palatine, IL- Buehler YMCA in Palatine, IL has recently installed Fitness Arcade™ in the family adventure center. With the growing concern of inactivity and obesity - Fitness Arcade is a welcome solution to any club.

“Two-thirds of all of our members are families, and we’re constantly trying to find ways for them to exercise together and incorporate that into their lifestyle,” said John Esposito, executive director, who added the Adventure Center has drawn many more members.

Fitness Arcade is an interactive fitness and entertainment gaming system for children, teens and adults. With Fitness arcade your whole body plays the game - it is amazingly fun, physical and highly addictive.

“Fitness Arcade™ Interactive Fitness Gaming Systems (IFG) consist of special fitness equipment which transform your physical motion into virtual control of your players movements & actions within a digital video game. And if you don't think that's not fun & addictive... think again”, says Tony Novelli, President of Fitness Arcade.

The family gym features several products designed to give kids a variety of challenges. “The family adventure area gives kids incentive to be more active, all while providing a fun, stimulating, safe and challenging environment,” explains Esposito.

A Fitness Arcade system is completely scalable and modular for an installation in any existing facility, including: YMCA's, Schools, Community Recreation Centers, Family Health Clubs and Entertainment complex's, to name a few. “Any place that wants to add new membership by offering the community a chance to fight Obesity and Inactivity should consider Fitness Arcade, it is a must have!” adds Ed Kasanders - Director of Operations.

Buehler officials said the Palatine YMCA is the largest in the Northwest suburbs, with 18,000 members and up to 50,000 user visits per month.

“We don't want kids coming to the Y to work out, but to come to the Y to have fun,” Esposito added. “A byproduct of that is that they will be mentoring with good positive adult role models, and building self esteem while learning to make wise decisions.”

“Our product mix is continually growing. We have DDR – which is incredibly popular with kids; Arcade Rider exercise bikes that hook up to a PlayStation2 and offer numerous driving games that the user propels, steers and races. We have an interactive Sports Arena with sounds and lights to develop hand-eye-body coordination. Our new Sprint Circuit is a 20-30 minute circuit program for kids, adults and active aging” says Kasanders.



To learn more about Fitness Arcade, please visit www.motionfitness.com.
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MOTION FITNESS

Contact us or Visit our showroom for a Demonstration!

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FITNESS ARCADE™

Fitness Arcade is a hugely popular entertainment platform for kids and adults. Its broad appeal makes it great for people of all ages and abilities!



DANCE ARCADE

DDR – Dance Dance Revolution is a wildly popular video dance craze. Users stomp, slide, spin, & dance on our platforms to various dance programs while burning calories, earning points and having fun.



RIDER ARCADE

Exercise GameBike's that hook up to a PlatStation2 and offer numerous driving games. You pedal to move faster, you steer the course. Can race against 2-4 players.



MAKOTA ARCADE

Interactive Sports Arena that challenges you against three targets based on sound and lights. Develops hand-eye-body coordination, reaction, balance and agility. 1- 3 players at one time

. . . NEW from Motion Fitness . . .

Simply - the best equipment for Circuit Training on the planet!

Put the fun back into fitness with Rebounding!



SPRINT CIRCUIT

HOGGAN Sprint Circuit consists of seven individual stations that incorporate the revolutionary "Magnatech" resistance technology. This smooth and natural "liquid-like" feel leap-frogs primitive weight stack & hydraulic cylinder systems.

A simple, safe and effective workout in 30 minutes or less... Just Get On, Push, Pull and Go!

AIR BOUNDER

The Hoggan Sprint AirBouncer provides a fun, safe and efficient whole-body exercise for adults of all ages, teenagers and children. Our revolutionary technology combines the exercise principles of rebounding, jumping and plyometric training with the laws of physics and gravity to create optimal benefits for the user in a minimal amount of time.

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