

“New Apple App may forever change the way people use treadmills”

Whether you are an elite athlete, a casual runner, or just enjoy going for a walk to keep fit, a new Apple iPhone Application called Fun Run Trainer, may change forever the way you use a treadmill.

“Treadmills are by far the most popular piece of exercising equipment anywhere in the world yet there has been no easy way to create your own routes or to practice for popular events on all treadmills, until now,” said Brett Galbraith, the inventor of Fun Run Trainer.

Fun Run Trainer is a totally unique iPhone application that allows the user to run, jog or walk, anywhere in the world on any treadmill as if you are there, with a real time video map and precise inclination settings.

“We have tried hard to make our application appeal to all sorts of treadmills users. For those who want to go for a casual walk we have a number of world famous beaches for them to walk along. We have also included some of the world’s most famous streets like Wall Street, Fleet Street, Paseo de la Reforma and the Champs-Elysees Avenue.”

“You can also choose from over 200 of the world’s most popular running events or from the top 10 Marathons around the world like the London Marathon and the New York City Marathon.”

“Now you can email your friends to let them know that you have just finished the Honolulu Marathon and warmed down with a casual stroll along Venice Beach!”

Fun Run Trainer has a limitless capacity as you can create your own routes for anywhere in the world and then sync them to your iPhone at the press of a button.

“The feedback about the application has been amazing. People who have never wanted to own a treadmill are now telling me that they will buy one because now they can practice for events in other states as if they were there. I’ve even had someone tell me that they will use the app to see if they can run across Australia in a year because the program can track their progress and store their position and statistics.”

Fun Run Trainer isn’t only for treadmill users, it also works just as well for Ellipticals and Exercise Bikes.

“The quality of the real time satellite image is amazing whether you are running at 12 km/h or keeping up with the peloton at 80 km/h on your exercise bike. We will also be adding a number of premium cycling events in the near future including the Tour de France and the Giro d’Italia (Tour of Italy).”

Fun Run Trainer is set to be hugely popular with running event organizers as it will allow people to train for their events from their local gym or from home and in any weather conditions.

“We are hoping that event organizers really get behind this product because it is literally impossible for their participants to practice the events exact route but now they can from any treadmill. It also helps those that are coming from intrastate, interstate or overseas to train for an event and get a good idea of what they are in for and what time they can expect.”

For those that like listening to music or audio books whilst exercising, Fun Run Trainer comes equipped with full iPod integration. This allows you to listen to music and to be notified when there had been a change in inclination through a headset.

For a one off of cost under \$US5.00, Fun Run Trainer is set to be a must have companion for treadmill users of all ages and sizes.

Fun Run Trainer can be used on any treadmill and is currently available for iPhone, iPad and iPod Touch users on the Apple App Store or through iTunes.

General Statistics

- In 2009, 43,892,000 ran or jogged for fitness and 51,418,000 used a treadmill making treadmill use more popular than jogging or running.
- There are more people over the age of 35 (29.8 million) using a treadmill than under the age of 35 (20.3 million).
- 56% of all treadmill participants are female.
- Of the 50.1 million treadmill users, 29.8 million of them (58%) are considered 'core' participants, i.e. somebody using the treadmill 50 days or more a year.
- There are more Americans over the age of 55 using a treadmill (11.1 million) than those under the age of 25 using a treadmill (10.8 million).
- There are 18.5 million 'frequent' users of a treadmill (i.e. those using the machine 100 days or more a year) which is more than the total participation for fitness/competitive swimming (18.4 million), yoga/tai chi (14.8 million), stair-climbing machines (13.5 million), aquatic exercise (9.8 million), Pilates Training (9.2 million), rowing machines (8.8 million), calisthenics (7.6 million), cardio kickboxing (4.8 million), and cross-country ski machines (3.7 million).
- The treadmill is the #1 fitness machine in terms of sales as wholesale sales of treadmills (for use at home, in clubs, and in schools and institutions) were \$1.25 billion, in 2007.
- Nearly half (47%) of all treadmill users work out on a treadmill more often at home

Statistical Information thanks to The Sporting Goods Manufacturers Association (SGMA) Media releases.

IMAGES

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