Exergame Buyer's Guide

The Complete Start-to-Finish Guide: How to Optimize Your Exergaming Space (2012)

EXERGAME

powered by MOTION FITNESS

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Where to Begin

A Few Questions

1. **Will this be a dedicated space?**

2. **Who will be using this space? Kids, teens, adults, seniors, or a mixture?**

3. **What is the purpose of the area? Childcare, fitness, a hangout, a combination, or something else?**

4. **How much space do you have to work with?**

5. **What is your budget?**

6. **Do you plan for this space to produce revenue?**

7. **What goals would you like this space/program to accomplish?**

If at any time you are unsure which products to choose, how to lay out your space, or which direction to go in planning, come back to these questions for help.

Where to Begin

Now that you've got a clearer idea of what you want, here are some helpful hints to start turning your vision into a reality.

- If this is a <u>dedicated space</u>, go all out! You are lucky to have room to dedicate solely to the exergaming experience.
- If this, however, is <u>not a dedicated space</u>, don't worry. You can still get everything you want! You may just have to pick and choose which products work best.
    - Stick to movable floor products or those that can be pushed aside.
    - Many of our wall products can take some hard hits. Choose these products or those with a portable option.

- If <u>kids</u> will be the main users of this space you might consider the following things:
    - Bright atmospheres make it easy for parents to see their children.
    - Primary colors attract younger kids.
    - Kids love to climb things, hit things, throw things, jump, and run around
- If <u>teens</u> will be the main users of this space you might consider the following things:
    - They want to feel like they're in their own space
    - Teens like loud music, competition, dark spaces, and looking cool in front of their friends

Where to Begin

- **If you have a <u>large, open space</u> to work with, you may choose to:**
  - o **Leave open floor space in the middle**
  - o **Break the room into smaller sections (either visually or physically)**
- **If you have a <u>small space</u> to work with or a large room with many sections:**
  - o **Be careful in your selection to get the most out of your space**
- **<u>No matter what size</u> or shape your space may be, remember that we offer *free room layouts* should you need assistance!**

- **If you have a <u>small budget</u> and would like more to work with, See our sections about Fundraising and Sponsors**

Room Set-Up:

Exergaming spaces typically follow one of three setup types:

 Circuit Training. Create multiple 'stations' throughout the room in a pattern. Participants go from station to station and perform the Exergame. Each station will last from 3-5 minutes.

Open Space: Exergame products are placed primarily around the outsides of the room and against walls. These are products that when not in use, do not take up a lot of space – so the floor space in the room can be open and used for other activities. When the products are used it offers a lot of space for participation. This encourages a lot of moving around, a lot of action.

Group Game Play: Exergame products that can have multiple players. They give extra motivation, encourage social interaction, and give a low cost per user expense.

You may also choose to do a mixture of these layout types

With these helpful hints, you are well on your way to the exergaming experience. The next few sections will help you to put your room together piece by piece.

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Choosing Your Products

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        As you probably already know, Exergame Fitness offers a wide variety of exergame and fitness equipment. When creating an exergaming room, we recommend that you choose a couple of products from each product category to provide a comprehensive experience for the users.

        Be sure to keep the goals, budget, and overall plan in mind when choosing products. We suggest jumping ahead to the categories that you feel are the best fit for your space, then filling in gaps with products from other sections.

Dance & Step Games

- **One of the most popular categories**
- **Proven to be effective and sustainable in any club**
- **Combine cardio with skills such as balance, coordination, foot-eye control, and pattern recognition.**
- **Great for motivation and building social skills**
- **Option of console (1-4 player) games or group (4-32 player) systems**

iDance

Product	MSRP	Active Users	# Participants	Avg. Users Per Hour
Dance & Step Games				
iDance 4 + 4 (Basic, no a/v)*	12,840	8	8	24
iDance 8 + 8	22,700	16	16	48
DDR - 2 Player w/ Wii	3,390	2	6	24
DDR - 4 Player w/ Wii	5,790	4	8	32
MOVE+ System	2,000	20	20	60

* Build your own iDANCE system – call for details

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Choosing Your Products

Gaming Bikes

- **Offer a blend of traditional cardio and interactive gaming. Users must pedal to play the game.**

- **4 Types of gaming bikes:**
  - **Game Console Bikes – Connect to an XBOX or Playstation console. Game is either projected or played on a TV.**
  - **PC Game Bikes – Complete bike system that includes the bike, PC,**

Exerbike VGS

and screen. Pedal to play favorite PC games. Can be connected to internet.

  - **Learning Cardio – Users can play interactive brain games during their cardio workouts. Also has the ability to play PC games or surf the internet.**

Exerbike Recumbent Station

  - **Group Participation – Several bikes in one room sync together and share one screen. Users race through routes designed to mimic some across the country. WebRacer can accommodate up to 20 bikes at one time.**

Product	MSRP	Active Users	# Participants	Avg. Users per Hour
Gaming Bikes				
Exerbike Station (2 Bikes)*	6,750	2	6	24
Exerbike Recumbent Station (2 Bikes)*	7,349	2	6	24
Exerbike GS Package	4,740	2	2	8
Exerbike VGS	3,750	1	1	8
WebRacer Starter - 4	11,975	4	4	16
Add: WebRacer Cycle	995	1	1	4

Choosing Your Products

Wall Active Games

- **Game play uses very little floor space**
- **Most engaging and attention-grabbing**
- **Three types of wall active games**
    - **Target based – multiple stationary targets (T Wall)**
    - **Full interactive surface – moving targets and LED technology (LightSpace Wall)**
    - **Gesture recognition – Full resolution and motion-sensing (Motion TouchMagix)**

Product	MSRP	Active Users	# Participants	Avg. Users per Hour
Wall Active Games				
T Wall 16	5,995	1	2	20
T Wall 32	10,995	2	4	20
T Wall 64	15,995	2	4	20
Target Trainer - (8'hx4'w)	7,995	1	2	20
Sport Trainer (5'hx4'w)	6,200	1	2	20
Motion TouchMagix				

Nebula

T Wall 32

Choosing Your Products

Floor Active Games

- **Use floor space to create a very mobile workout**
- **Most products are relatively stationary**
- **Target based, interactive, or gesture recognition based**

Product	MSRP	Active Users	# Participants	Avg. Users per hour
Floor Active Games				
Fit Interactive - 3KICK	7,850	1	3	30
Fit Interactive - HEAVY BALL	6,450	1	2	20
Fit Interactive - JUMP Q	6,450	1	2	20
Makoto	9,995	1	3	30

Jump Q

Choosing Your Products
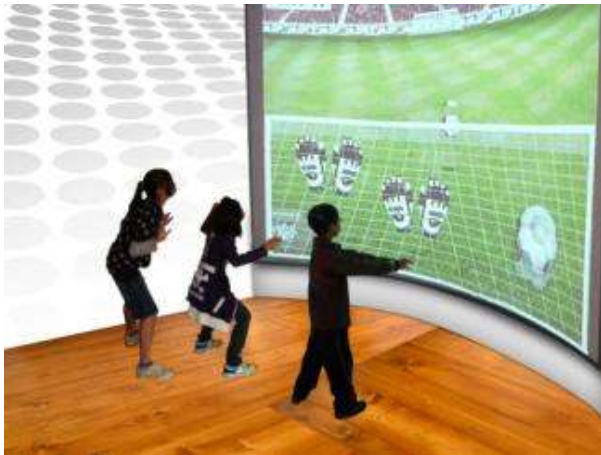
Motion TouchMagix Wall

Simulators

- **Simulate movement and interaction**
- **Customizable with logos for sponsors, etc.**
- **Can be scaled to nearly any size**

Product	MSRP	Active Users	# Participants	Avg. Users Per Hour
Simulators				
EyePlay Exergame Floor (from)	9.995	4	4	24
EyePlay Exergame Wall (from)	9.995	2	4	24
Motion TouchMagix - Wall	15,490	4	6	24
Motion TouchMagix - Floor	15,990	4	6	24

Climbing Activities

- **Requires coordination and concentration**
- **Low maintenance and require minimal supervision**
- **Choose between traverse and upright. Some walls feature movement as well.**

Treadwall M4 Pro

Product	MSRP	Active Users	# Participants	Avg. Users Per Hour
Climbing Activities				
Treadwall M6	9,950	2	2	18
Treadwall M4 Pro	7,950	1	1	12
Freedom Climber	8,995	1	1	12

Choosing Your Products

Strength Products

- **Offer all the benefits of traditional strength products with an added boost of fun and innovation**
  - **Serves to increase or maintain the normal workout intensity while lowering the user's rate of perceived exertion.**

Fitwall Youth Pack

Product	MSRP	Active Users	# Participants	Avg. Users Per Hour
Strength Products				
Strive Fit Youth Circuit (5 units)	20,750	5	5	20
Railyard Fitness #4	8,035	8	16	64
Railyard #2	5,250	7	8	64
Kids Hydraulic Circuit (10 pieces)	8,995	10	20	60
Vertical Fitness Trainer – 1 panel		1	2	12
Vertical Fitness Trainer – 2 Panel	4,995	2	4	12

Railyard Fitness

Choosing Your Products

Cardio Products

- **A great way to supplement your exergaming equipment without sacrificing innovation**
- **Many offer a chance to get a cardio workout while strengthening specific muscle groups**
- **A pleasant change of pace from traditional cardio workouts**

Rope Climber LT

Jacobs Ladder

Product	MSRP	Active Users	# Participants	Avg. Users Per Hour
Cardio Products				
Trampoline - Sport w handles	379	1	1	12
X5 Kids Spinner	799	1	1	6
Adult Spinner	799	1	1	6
Spirit Package				
Kettler Package				
Cardio Spinner Area				
Rope Climber LT	3,395	1	1	6
Jacobs Ladder	3,495	1	1	6

Choosing Your Products

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Exergame Playground Equipment

Neos 360

- **The equipment kids are used to seeing, but with a fun, technological twist**
- **Great for using outdoors**
- **Provides a workout comparable to running**

Product	MSRP	Active Users	# Participants	Avg. Users Per Hour
Exergame Playground				
Neos Wall	31,999	4	8	32
Neos 360	23,999	2	4	24
Neos Ring	12,999	2	4	24
WingWall Climbing	3,700	1	2	8
Playground Wall	2,999	3	3	30
Outdoor Fit Exercise Jungle Gym	9,995	3	3	30

Laying Out Your Space

What You Can Do

Now that you've chosen your products, its time to think about how you might want to lay out your space.

Exergaming spaces typically follow one of three setup types:

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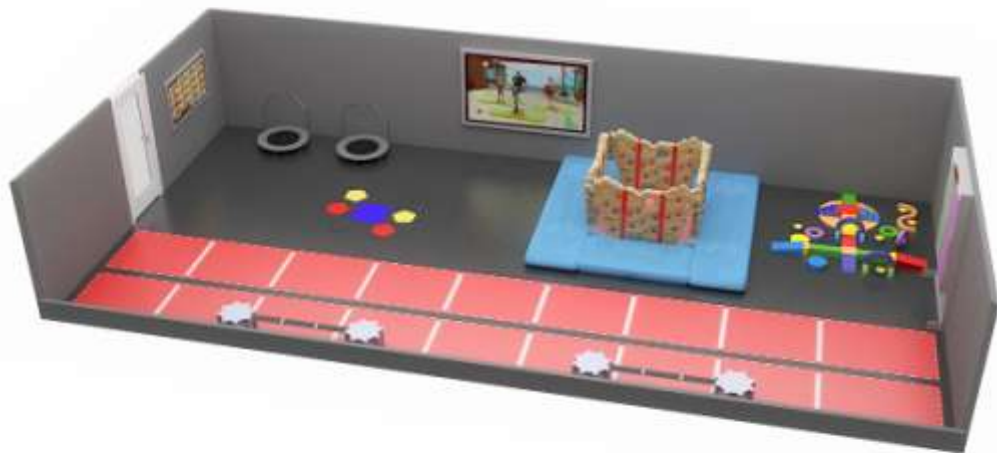
You may also choose to do a mixture of these layout types.

Laying Out Your Space

What We Can Do

Remember that we can offer a free room layout, but it's still good to have a general idea of what you plan to do.

Stop, Look, and Listen

Stop and picture yourself in your brand new exergaming space. The lights are eye-catching, the sounds are attention-grabbing, and you can't decide what to play first!

Look around. Is there anything in the room that doesn't fit the theme? Anything that could be altered to make this space feel like a complete experience?

This is where <u>walls and floors</u> come in.
<u>Flooring</u> can help break up the room to provide visual separation from one piece of equipment to the next. This is especially important for those wall products that use floor space to play even though they are not stationed on the floor.

<u>Special floors</u> can also provide extra entertainment with the game designs they have on them.

Now that the floors are done, why not add a little something to the walls?

Stop, Look, and Listen

Wall graphics help to give the space a trendy feel without being too over-the-top. And, of course, nothing can set the theme of a room like a good coat of wall paint to make those graphics pop.

If kids will use your exergaming space, consider paintable surfaces. These

encourage interaction and will attract kids because they don't get to draw on the walls at home!

Now that the equipment is organized and the walls and floors have done their part in creating your space, it's time to pay attention to what your ears are sensing.
Listen. Is it a little too quiet?

A variety of upbeat music is always a good option, unless your vision has a specific rock and roll or techno theme. And let's face it; it might get loud in here. Sound systems are available if you want to make sure the music is heard.

We're Always Here to Help!

We at Exergame Fitness are always happy to help. Feel free to contact us at any time.

Phone: 847-963-8969
Fax: 847-863-8966
Email: info@exergamefitness.com

If you have any questions about how to get the most use out of your new exergaming space, contact us and we will be sure to do what we can to optimize your experience.

And don't forget that we also offer ongoing technical support and maintenance.