

IX CONGRESSO NAZIONALE DMSA

QUALE FUTURO PER IL CHINESIOLOGO DEL TERZO MILLENNIO?

**FITNESS, MEDICAL FITNESS, PHYSIO,
FUNCTIONAL TRAINING, CHINESIOLOGIA,
AQUAWELLNESS, INDOOR CYCLING**

MEDICAL FITNESS SUMMIT

**VERONA - Colà di Lazise
29 - 30 Settembre 2018**



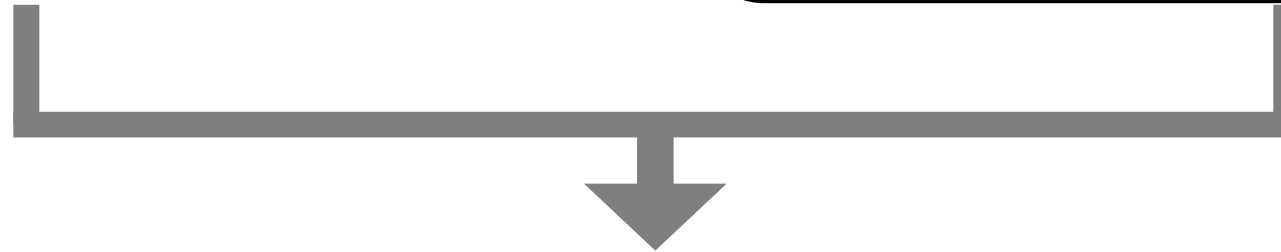
CARATTERISTICHE DEL MERCATO: NUOVE TENDENZE

CONCEPT STUDIO

- **esperienza coinvolgente**
- **forte senso di community**
 - **Guida Carismatica**

ALLENAMENTI ORIENTATI ALLE PRESTAZIONI

- **watt/ RPM/ HR** **sfida**
- **tabellone delle prestazioni**



- **Fitness Club - Boutique**
- **Centri estetici e strutture alberghiere**
- **costo per ride (fino a €30)**
- **nessuna quota mensile**

KEISER[®]
THE POWER IN HUMAN PERFORMANCE



LifeFitness







SOULCYCLE
SOULCYCLE

AT SOULCYCLE...WE ASPIRE TO INSPIRE

WE INHALE INTENTION AND EXHALE EXPECTATION. WE COMMIT TO OUR CLIMBS AND FIND FREEDOM IN OUR SPRINTS. WE ARE A FITNESS COMMUNITY RAISING THE ROOF AT OUR OWN CARDIO PARTY. THE RHYTHM PUSHES US HARDER THAN WE EVER THOUGHT POSSIBLE. OUR OWN STRENGTH SURPRISES US EVERY TIME. ADDICTED, OBSESSED, UNNATURALLY ATTACHED TO OUR BIKES. HIGH ON SWEAT AND THE HUM OF THE WHEEL. SOUL ENGAGED, WE RESHAPE OUR ENTIRE BODIES, ONE RIDE AT A TIME.

CHANGE YOUR BODY TAKE YOUR JOURNEY

WE FIND YOU







Total	0
Power	0
Current Total	0



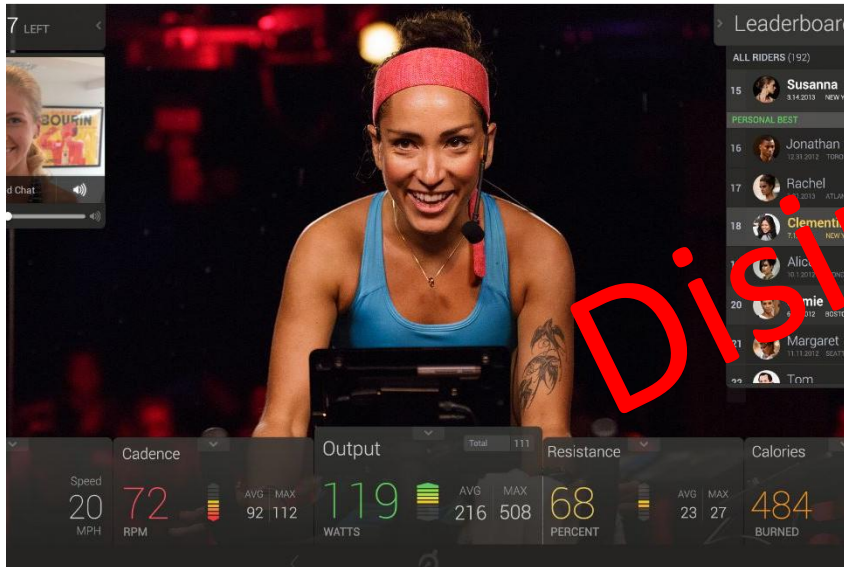






PELOTON





INNOVATION

CHANGE CREATIVE IDEA Business Performance SOLUTION FUTURE Implementation Growth INSIGHT Innovate Inspiration High Performance Solutions Problem-Solving

Improve NEW TECHNOLOGY Process Creativity VALUE-ADD Dynamic VALUE INSPIRATION Performance NEW IDEAS VISION BIG BUSINESS Innovating OPTIMIZE Solutions



GROUP CYCLE





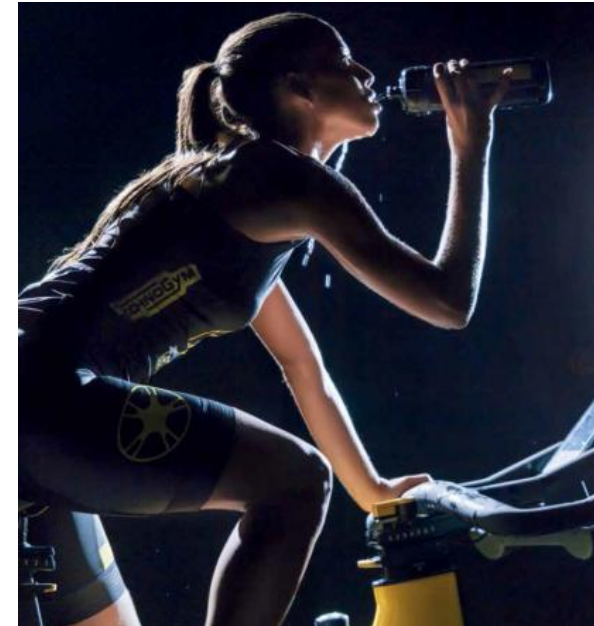
SOLUZIONE GROUP CYCLE CONNECT

Una soluzione unica e integrata per creare un'esperienza di indoor cycling **coinvolgente, totalizzante e sempre diversa.**



**GC APP SU
UNITY™ SELF**

**FORMAZIONE
PER GC**



**GROUP CYCLE
CONNECT**

COMMUNITY



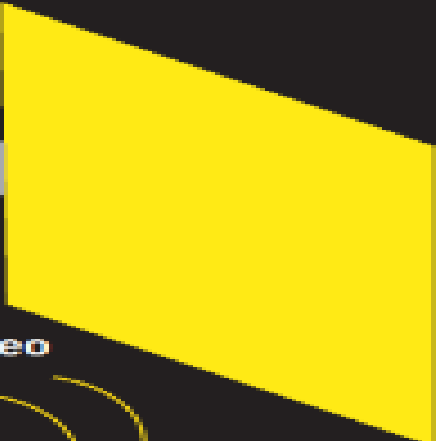
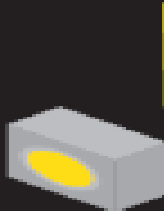
Audio / Video



Kiosk



Console



PRESTAZIONI INDIVIDUALI – ZONE DI COLORE

COLORE	ZONA	% FTP	% FREQUENZA CARDIACA MAX
BLU	RECUPERO ATTIVO	≤55%	≤60%
VERDE	RESISTENZA	56-75%	61-70%
GIALLO	RITMO	76-90%	71-80%
ARANCIONE	SOGLIA	91-105%	81-90%
ROSSO	VO2 _{MAX}	106-120%	91-100%
	ANAEROBICO	121-150%	n/d
	POTENZA NEUROMUSCOLARE	n/d	

- gamma completa delle possibili risposte fisiologiche all'esercizio, in funzione delle esigenze e degli obiettivi dell'allenamento
- monitoraggio delle **prestazioni correnti** e dei **progressi compiuti nel tempo**,
- **Feedback personalizzato** sulle **prestazioni relative** di ogni utente in base alla **POTENZA DI SOGLIA FUNZIONALE (FTP)** e alla **FREQUENZA CARDIACA MASSIMA (max HR)** di ognuno

- **% FTP**: le zone corrispondono alla potenza corrente in rapporto al valore FTP individuale; il valore FTP viene calcolato con il **TEST PER LA POTENZA DI SOGLIA TECHNOGYM**
- **% max HR**: le zone rappresentano la frequenza cardiaca corrente in rapporto al valore massimo; la percentuale della frequenza cardiaca massima viene visualizzata solo se è stata impostata l'**età** dell'utente

Evoluzione dell'uomo



Workout Anywhere, Anytime



ANYTIME

Zova fits into your busy schedule with workouts between 3 and 45 minutes.



ANY ABILITY

Whether you're getting started, or train everyday - Zova has the variety to suit your fitness level.



ANYWHERE

Exercise at home, outdoors or at the gym - Seamlessly stream workouts from WiFi or download them to your iPhone.

THE FUTURE IS VIRTUAL

LesMILLS

security simplified®

2500

JONAS

otionsoft



EXTINCTION OF THE TRAINER?



PROPRIETARY

RIDE
OF TRUTH

THE JOHN WILL JO
PIRIT B ON A
EY
AWAKEN
E SP
mind of bike.

DO WHAT
MOVE YOUR
THINK YOU'VE
GO FURTHER

MAKES YOUR SPIRIT
WHEN YOU
MOVE YOUR SPIRIT



THE JOHNNY G SPIRIT BIKE
WILL TAKE YOU ON A
JOURNEY
THAT
AWAKENS THE SPIRIT
THROUGH
mind. body. bike.





NO SPACE? NO PROBLEM!

WORK OUT ANYTIME, ANYWHERE



Does it sometimes feel as though everyone you know has a gym membership?



Globally there are

145 million
gym members⁶

However,



67% never or rarely use it - that's **94.25 million people!**⁷

Laziness is not the only reason why people quit going to the gym. The top 5 reasons why people said they cancelled their memberships were⁸



They found it too expensive

40%



They weren't using their membership

30%



They moved/the location wasn't relevant anymore

20%



They could exercise somewhere else for free

19%



They felt it was too crowded

17%

Perché le persone smettono di andare in palestra?

- la pigrizia ma non è il solo un motivo per cui le persone smettono di andare in palestra, ci sono altre ragioni per le quali la gente dice di aver cancellato la propria iscrizione.
- Lo trovarono troppo costoso ...
- non stavano usando l'abbonamento
- Hanno cambiato casa o lavoro ...
- Possono allenarsi da qualche altra parte gratuitamente
- Dicono di essere troppo indaffarato



GROUP CYCLING







The Wellness Company™

GROUP  **CYCLING[®]**



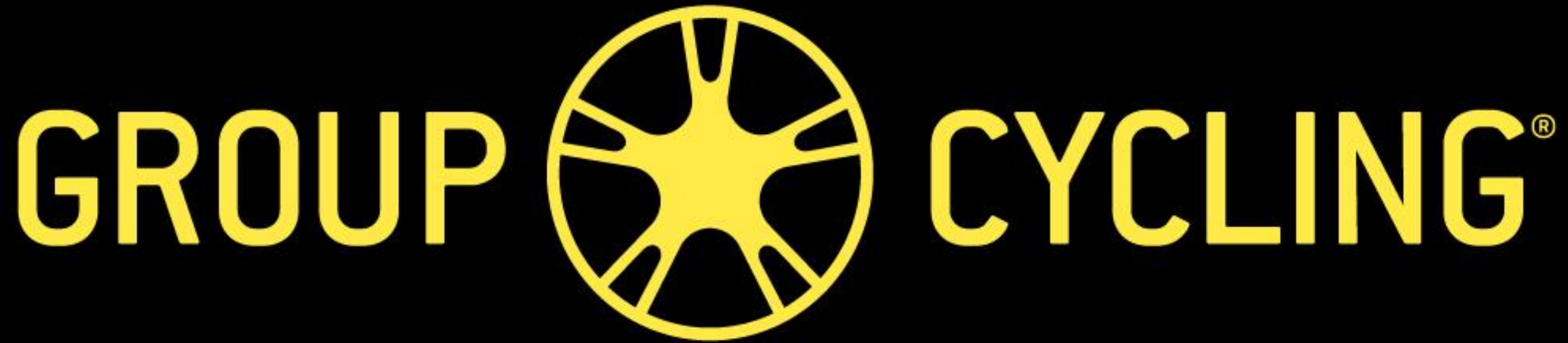


CONCEPT
ROOM





the future is always



Grazie

A thick, red, hand-drawn arc that forms a smiley face, positioned below the word "Grazie".

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