



## **EXERGAME**

[Playful wellness solutions for youth and workplace exercise]

VTT: Service Beyond Technologies research theme

27.10.2005



## In a nutshell

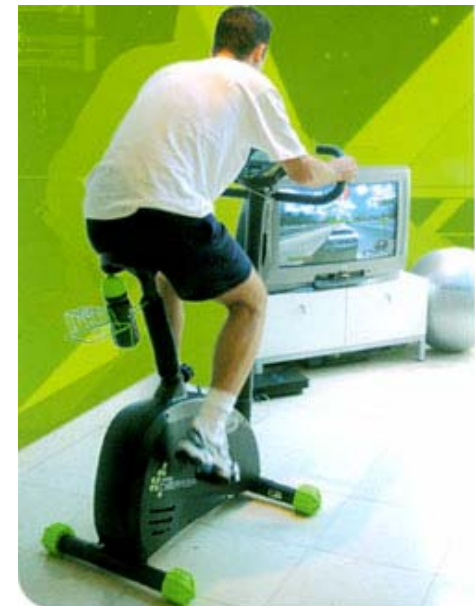
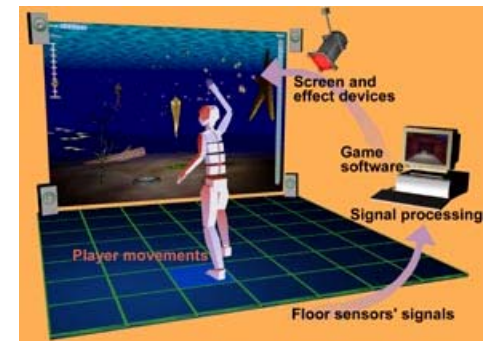
*The project will answer to a growing demand for digital wellness products and interactive, playful ways to provide information. The focus will be on fitness and nutrition and playful ways to motivate people to get and share information as well as follow their wellbeing.*

- **VISION:** Branding wellbeing, new services to be used in everyday life situations
- **TARGET GROUP:** Youth (age, yms.) and workplace exercise
- **SOLUTION:** Playful ways to motivate people to exercise and share data
- **TECHNOLOGY:** Reactive mobile services (RFID etc. tags, Aml etc.)
- **SPAN & COST:** 2 years (until Dec 2006)

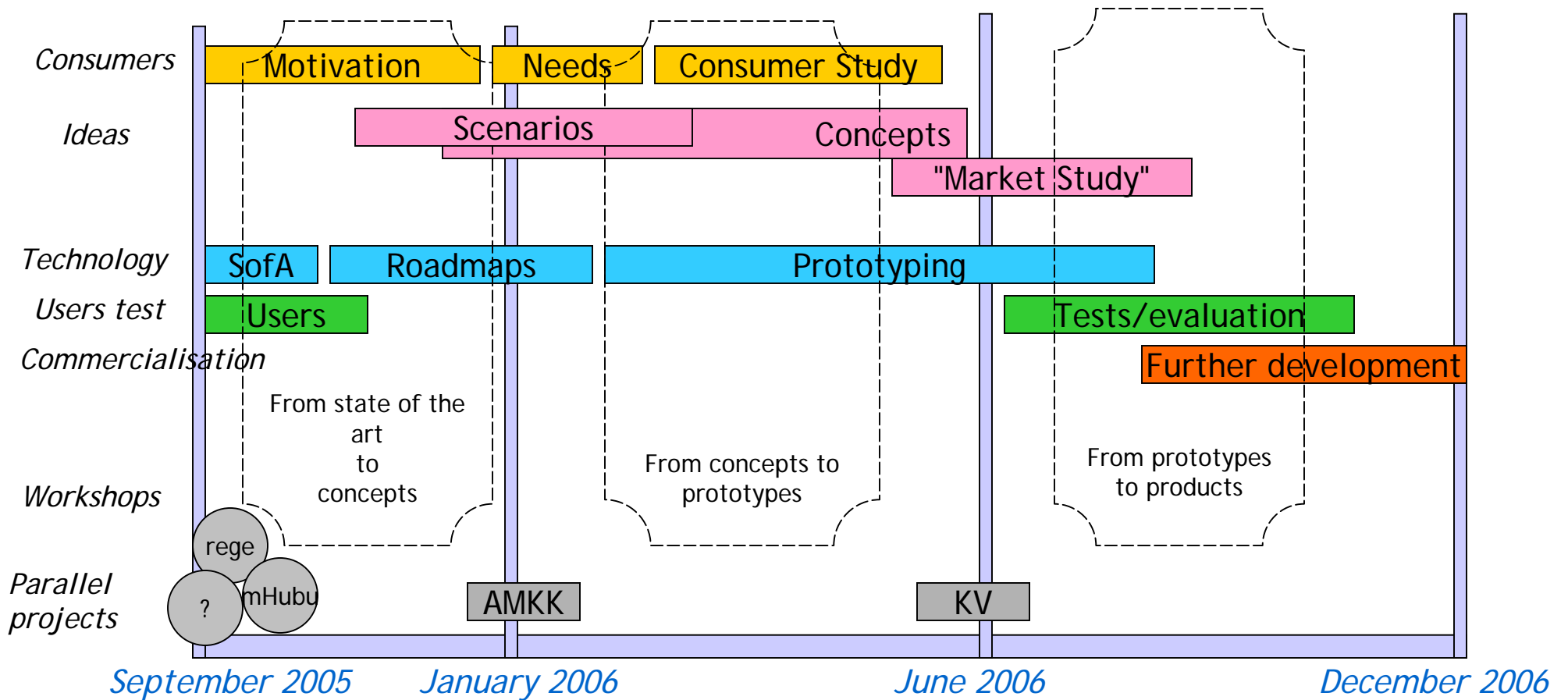
## Starting Points

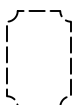
- Preventive Health care
- Global trends
  - Serious Games
  - Fitness, Wellbeing
  - Physical, participatory experiences
  - New interfaces
  - Mobility
- Mobile technologies (RFID etc.)

# Benchmarking



# EXERGAME structure



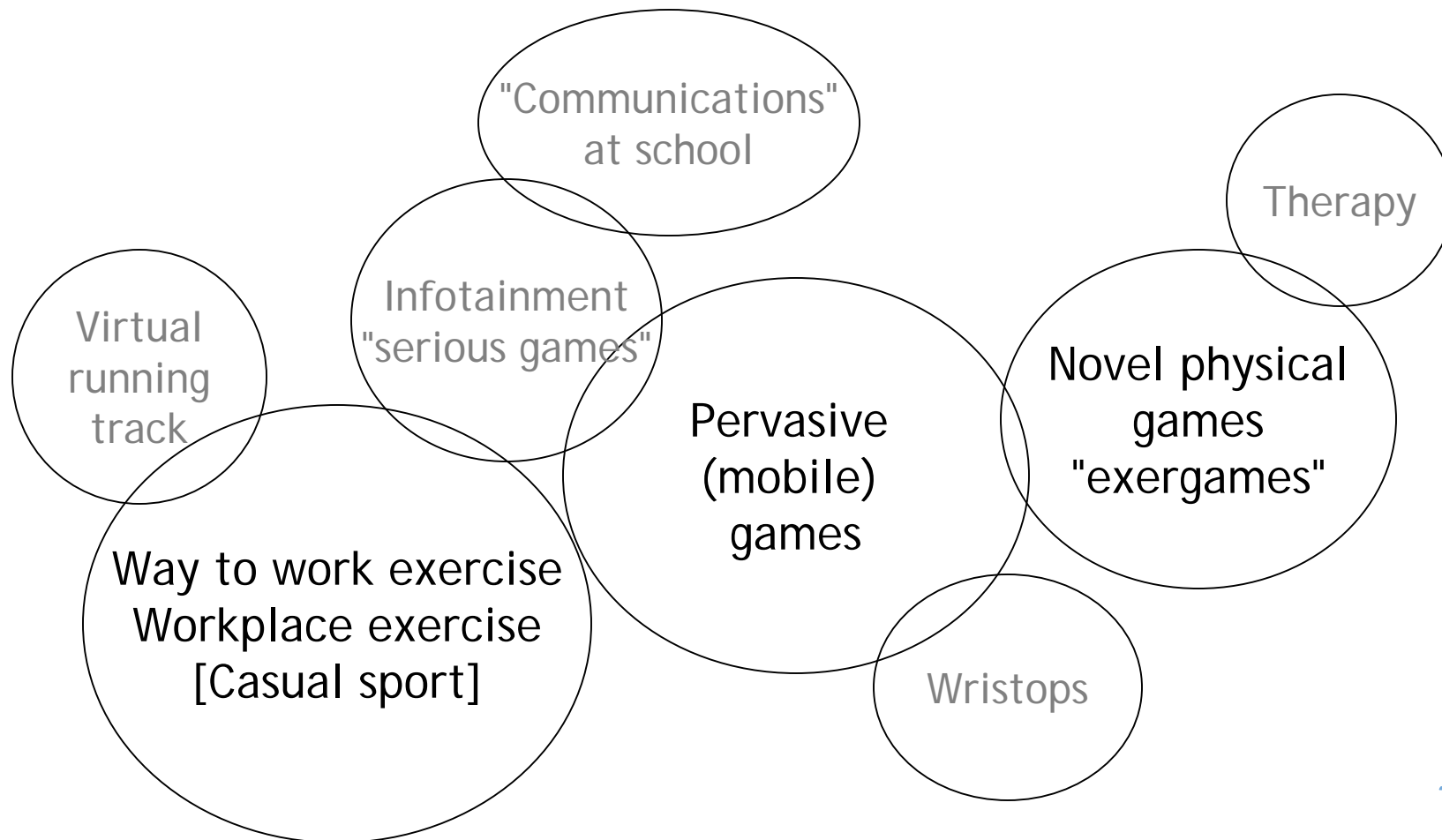
 = workshops

## Stepping stones towards our goal

- Consumer research
- Market survey
- Technology SotA & roadmap
- Scenarios (+5 years)
- Concepts
- Prototypes

## Research Interests

- Lightly measuring performance, motivation, sharing information



## Goals

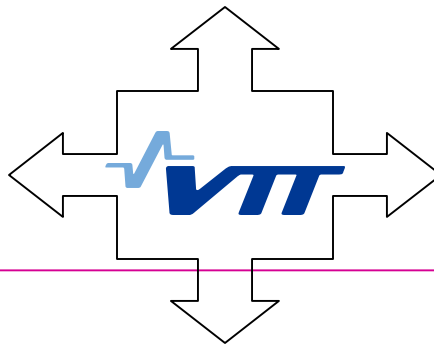
- General outlook of the new markets and market opportunities
- New service solutions, innovations
- Prototypes
- Future co-operation / production or commercialisation of the ideas
- Networking



# EXERGAME network

## Steering Group

**Maximus Wellness**



## Hang Around



TECHNOPOLIS



## Games for Change network



## Contact

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