

## Picture This! **The Perfect Exercise**

Pixformance provides digital fitness coaching

**I**t's an increasingly digital world—particularly with respect to fitness. Among the newest and, possibly, most prophetic offerings is Pixformance, an intriguing new device that, by analyzing and evaluating an exerciser's performance, enhances learning and progress. The equipment consists of two basic components: the Pixformance Smart Trainer, a visually appealing, high-quality, digital fitness station capable of high-level motion detection; and the Web-based Pixformance Platform.

The concept is the brainchild of Pixformance Sports GmbH, based in Dallgow-Döberitz, Germany.

The Smart Trainer, which basically observes and critiques an exerciser's execution of a particular exercise, optimizes the use of available exercise equipment, and increases the efficiency of training sessions. Users receive an instant evaluation of the way they've performed a given exercise, ensuring technical accuracy, maximizing their pace, and providing valuable motivation.

The Pixformance Platform prepares exercise programs, which are regularly updated to address an individual member's needs. Personal trainers and club members can



access the programs via the Internet at any time, from any location. Members also can view their training history, progress, results, and level of training, and adjust their regimens as they like.

The Pixformance system, created with the assistance of internationally renowned fitness experts, is constantly updated to reflect the latest research. —

## IHRSA Club Owner 'Planks' for World Record



**E**ach year, Frederikssund, a small town northwest of Copenhagen, Denmark, stages its celebrated Viking Games, but this spring, on June 12, to be exact, resident Tom Hoel will take on an equally daunting challenge. Hoel, the CEO and, with his wife, Kirsten, the co-owner of Aerobicagarden, ApS, an IHRSA-member club, will attempt to break the Guinness world record for maintaining the abdominal plank position.

He's shooting for five hours!

Last summer, he surpassed the existing record by 45 seconds, holding the position for three hours and eight minutes, but, subsequently, a Chinese athlete bettered that impressive feat with a four hour and 26 minute performance.

A fitness professional for 25 years, Hoel is training for his assault on the existing record by planking for 10 hours per week, and, in the run-up to his own Viking ordeal, plans to increase his workout to 15 to 20 hours per week. Every member of the extended IHRSA family is rooting for his success. —

### CORRECTIONS:

**January CBI:** The photo used on pg. 99 of "Value Proposition: ASF Payment Solutions" was not the correct one. The correct image appears here.



**February CBI:** Levi Boren was incorrectly identified in "Certifying Quality" (see pg. 52). His correct title is senior director of certification for the National Strength and Conditioning Association (NSCA). CBI sincerely apologizes for these errors. —