Enhancing fitness with WSN systems:
From the laboratory to the market

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Presentation Outline

• Smart Running Track - system overview
• Marketing possibilities
• Discussion
Smart Running Track - the Essence

• Sensor/mobile application for competitive running
• Sensor nodes worn by runners
• Stationary sensor nodes to track runners’ movement
• Supervision by a physician through a computer connected via USB to one of the sensor nodes
• Ranking
  – by calories spent,
  – by average speed
  – …
SRT System - Notes

• Available sensors
• Equipment integration
Market strategy 1
- Support for personal fitness

• System for enhancing exercise experience/performance
• Sell the entire system:
  – Equipment
  – Monitoring software
• Possible AI system for
  – Safety monitoring
  – Performance optimization
• Online/Offline interface for a personal trainer
• Provide a personal trainer as a service
• Targets individual users, advanced fitness, athletes
Market strategy 2
- Competitive running

- Target a group of people
- Allow for the performance to be compared
- Look at the aggregate performance of a team according to multiple criteria
- The system becomes an ideal team-building activity
- Provide the exercise environment and sell the service
- Primary customers: big and medium businesses
- Sponsored equipment to reduce costs
Market strategy 3
- Part of the Future Internet

• Future Internet:
  – Everything can talk to anything

• Data collected represent a digital image of a person’s level of fitness

• Use the data to provide personalized services

• Example: Active holiday
Market strategy 3
- Part of the Future Internet (2)

• An initial base of potential customers needs to be established
• As the number of potential customers grows, the number of services that are economically viable grows
• New services attract new users
• Sell services
• Targeted advertising
Questions? Comments?

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