



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

Goran Rakocevic
grakoceivc@gmail.com



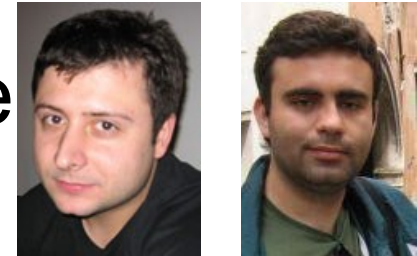
Presentation Outline

- Smart Running Track
- system overview
- Marketing possibilities
- Discussion

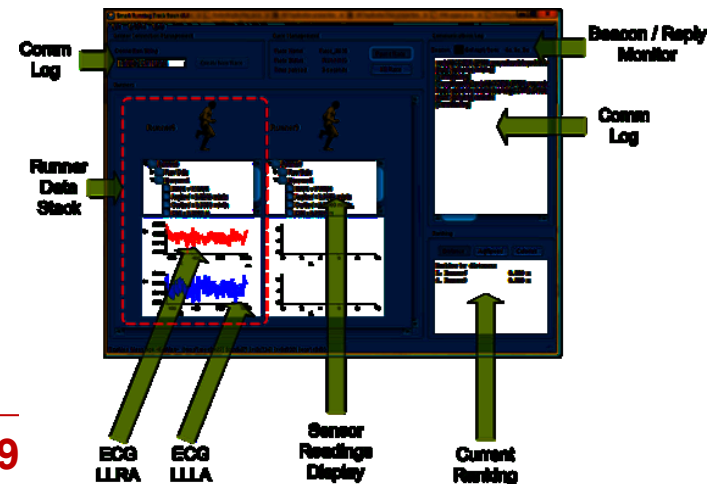
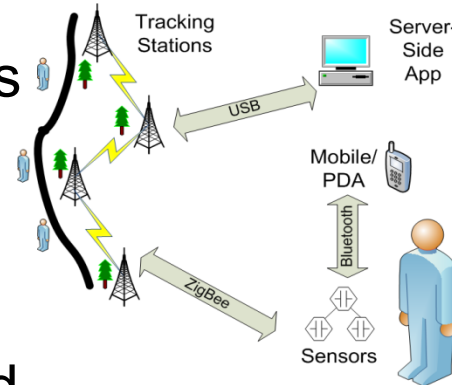




Smart Running Track- the Essence



- 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
 - ...





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





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 holidays





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?



Goran Rakočević
g.rakocevic@gmail.com