



Where modern technology, gaming, physical activity and healthcare come together

## Embedded Fitness

*Embedded Fitness uses sensor technology to provide activity systems. Exercise, health, gaming, and entertainment are the central components. We cater for schools, healthcare organisations, governments and companies, both in the Netherlands and abroad. By listening to our clients, we are able to develop suitable, customised concepts.*



In our products, we merge digital games with physical activities. Activity, health, education and fun are key. The result is a wide range of exercise games for individuals and groups; for kids, adults, and people with special needs. Our projects range from temporary, in-company activation and long-term healthcare solutions, to large events.

### Two showcase projects

CanDo is an entertainment centre for children in Qatar. This locally designed attraction is fitted with interactive games that combine physical energy and an opportunity to test the discovery skills of children aged five years and older. Children generate energy to charge up their unique CanDo battery through jumping, rowing, cycling, balancing and dancing. Their energy generated can be redeemed in other games.

Embedded Fitness Interactive playgrounds are an excellent example of exergaming: playgrounds, where exercise and gaming meet to motivate people to be more active. Embedded fitness offers a unique combination of interactive fitness and gaming devices, complementary health programs and extensive support. Interactive playgrounds can be used in schools, healthcare institutes and installed during small and large events.

### The company

Carla Scholten started Embedded Fitness eight years ago. Today, her company is an important player in the field of exergaming. Shareholders in the company include Achmea (health insurance) and Janssen-Fritsen (sports equipment); partners include several important science- and research centres, such as Fontys University of Applied Sciences, VU Amsterdam University and TNO-knowledge centre.

We would like to tell you more about our projects and hear more about your ideas and needs. Please contact us for more information.

### CONTACT Embedded Fitness



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