



The G-Plate by Powrx allows users to fine-tune the level of vibration

The my7 machine also features proMOTION technology, an embedded cable resistance system: the cables transfer vibrations to the arms, allowing for a wider range of dynamic exercises to be performed on and off the machine.

INDIVIDUAL REQUIREMENTS

Powrx launched the G-Plate to the UK market at the end of 2011 – a vibration training platform that aims to make the experience more comfortable, as well as allowing the individual to gear it exactly to their requirements.

“The G-Plate has an air suspension system that gives the user the option to adjust the degree of suspension: low, medium or high. With that the users can fine-tune the vibration to their personal requirements, tolerance and sensitivity,” says Monika Akabusi, director of Powrx. “It also reduces overall running noise of the machine to almost zero.”

It is hoped that this added comfort factor will encourage people to use the product more frequently and for longer periods of time. The G-Plate also has a built in personal trainer with 10 pre-set exercise programmes for varying levels of users, right up to a

semi-professional sports level. All programmes are featured in text and image, with detailed movement description and Hz/timer suggestions.

This innovation is purely in response to customer feedback. “We take our customers comments on board and feed them back to the engineering team,” says Akabusi. “Fine-tuning the vibration intensity means being able to fine-tune your training programme, which will lead to optimum results.”

WAY OF THE FUTURE

So what’s next for this market? As time-poor customers seek effective workouts in increasingly short periods of time, cardiovascular-focused vibration training products would seem an obvious opportunity. Indeed, in 2009, gym80 launched a vibrating bike – the enforbike – where the vibrations came up through the pedals. Power Plate then unveiled its own vibrating bike at LIW last year, offering a tough CV workout, with the whole bike vibrating and raising the heart rate. This product is still being refined, but we can expect the commercial launch this year. Other companies are sure to soon follow suit.



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