

Moov Now wearable helps you move to higher levels

July 19 2015, by Nancy Owano



What if you are serious about a level-building sport? What if your resolve goes far beyond mind-clearing walks to burn off one too many snacks? What if you could improve the chosen sport with a personal trainer by your side, instructions and comments coming at you via wrist or ankle?

Then Moov Now wants to talk to you. This is a wearable vendor offering, it says, the world's most advanced fitness wearable.

Moove Now, with a [battery life](#) of up to six months, is small, light and breathable, but its chief claim is that it coaches you—powered by artificial intelligence— with realtime feedback.

Meng Li, company co-founder, described a target user's needs in *The Verge*: "Tell me the things I need to do, give guidance, tell me what I did wrong, and correct my form instead of just telling me how many steps I took [today](#)."

The programs are based on biomechanics and sport science research and they were created by certified coaches. It talks to you as you work out—such as "Your impact is too high; land softer," for interactions that may help avoid injuries as well as improve performance.

How it works: You pair it with your smartphone via an app available on iOS and Android devices. You strap the wearable on your wrist or ankle using included bands. You choose the activity you want from the app and you begin working out.

Move Now follows movements carefully. *TechCrunch* took note of its capabilities: "Moov measures movement within a 3D space. The hardware is composed of an accelerometer, a [gyroscope](#) to detect rotation, and a magnetometer that detects direction of movement."

The user is placed by the wearable [coach](#) on a certain level, determined after the user's several workouts with the band. Christine Magee noted in *TechCrunch* that running, for example, had a number of levels and programs tailored to different goals, like burning calories, correcting form, or increasing speed. "If your coach knows you're a level 7 and you put yourself on a level 2, she will call you out and tell you to pick up the pace."

Meng Li was quoted in *TechCrunch*: "When we first launched the running coach she was very demanding and some of our users asked if she could be nicer occasionally," said Li. "So we evolved this coach personality-wise, and gave her different modes."

Five activities are covered: run & walk, (includes cadence, pace, impact, range of motion, distance); cycling (includes shift assistance, speed, elevation, route mapping); swimming (includes lap counting, stroke count, stroke rate, distance per stroke, turn time; 7 Minute+, a workout; and boxing (includes technique, power, timing and duration).

The company is taking orders for Moov Now at the price of \$59.99. Shipping [begins Fall 2015](#), said the company site.

The device weighs 6 grams; is dustproof and waterproof; it comes in black, white, blue or red. It is compatible with Android and iOS phones. It uses a standard [coin](#) battery (CR2032) as you might find in a watch or other small electronics, said the site.

The company said it comes with the coin [battery](#) installed.

More information: welcome.moov.cc/

Citation: Moov Now wearable helps you move to higher levels (2015, July 19) retrieved 6 May 2024 from <https://techxplore.com/news/2015-07-moov-wearable-higher.html>

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