

FITNESS

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380

PRECISION PROGRAM

Week 1/4

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Today we run!

60 MIN



Daily workout

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Get stronger, faster with artificial intelligence

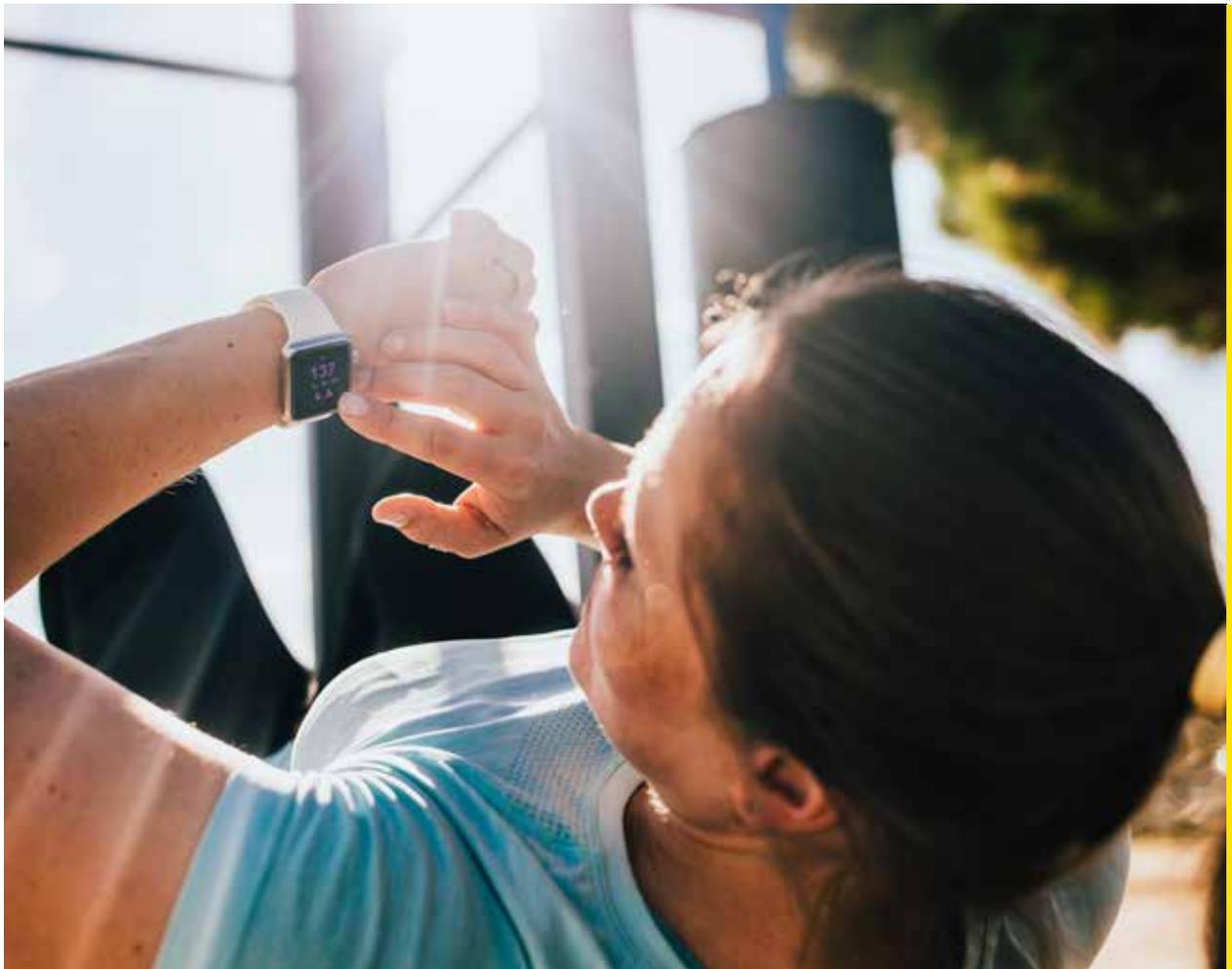
by Ashley Mateo

AI-powered apps deliver customized workouts that help you train smarter.

Connected fitness equipment can beam remote trainers into your home to turn your living room into a virtual studio experience, but machines powered by artificial intelligence are what really make working out at home or at the gym nearly as customized as one-on-one training with a coach.

AI, or machine learning, uses complex algorithms to uncover patterns in data. That allows fitness apps and equipment to provide the kind of **personalized training suggestions** that used to be reserved for the most elite athletes to the average gym-goer. AI can help people train smarter, not harder—not just by tracking your fitness progress over time, but by providing a fully tailored program that’s customized to your current fitness level and goals.

Within the **Technogym App**, there’s a vast, regularly updated on-demand library of workout videos that include sport-specific programs, routines that zero in on specific muscle groups or fitness goals, and trainer-led video lessons. But when you first use the app, it prompts you to answer a series of questions from the **Technogym Coach**, Technogym App’s digital trainer—the same way you’d fill out a new client intake form with a personal trainer.





After you select your motivation (fitness, sport, or health and lifestyle), goal (lose weight, build strength, etc.), experience level, how much time you have to work out, and what equipment you have access to (depending on whether you are at home or at the gym), the Technogym Coach will build out a unique regimen—called a **Precision Program**—especially for you. (There are also specialized programs for people looking to up their game in a specific sport, like golf, running, tennis, skiing, and cycling; or for people dealing with medical conditions like diabetes, hypertension, and lower back pain.) Within the individual workouts, you'll be **guided by a trainer** who demos each exercise and provides tips and motivation throughout.

The Technogym Coach also adapts your workouts to your needs and performance. When your performance increases, you'll be rewarded with trophies (think of them like a virtual pat on the back from a trainer). But say you skip a certain number of exercises or an entire workout; afterwards, the Coach will intentionally try to motivate you to catch up with your training schedule, so you can stay on track.

Combining AI with trainer expertise (Technogym has a team of over 30 experienced talent trainers) creates a virtual environment that operates almost like working out with an instructor or coach in real life—it may not literally be hands-on, but **each workout is uniquely tailored to your personal preferences and abilities** to the point where it feels like someone's there guiding you.

And you can take those workouts anywhere you go: with Gym Setup, you can choose the equipment you use most at the gym so the app knows what kind of movements to program, and with your Technogym ID, you can connect your profile to any available Technogym equipment. And when you're synced up with a Technogym equipment, it provides **real-time feedback** right on the machine or to the app to help you perform each rep at the ideal tempo and weight (the app will also propose bodyweight-only workouts if you have no equipment available).

And while your time with a personal trainer or group fitness instructor ends at the end of a session or class, the Technogym Coach provides **a more holistic fitness experience**. In addition to your daily workout, the Technogym Coach suggests meditation content and personalized nutrition tips according to your goals; you can also listen to audio content on stress relief, sleep, relaxation, or motivation from the extensive library. The point: **wellness doesn't just happen during the workout**. A good night's sleep, a well-balanced diet, and stress management all play pivotal roles in helping you get the most out of each and every workout.

The beauty of an AI-powered app is that **it takes the guesswork out of training on your own**. Instead of using videos or online programs designed to appeal to the masses, you get a customized workout experience designed for your current fitness level—which enables you to train within your limits until you're ready to push past them. There's a safety element to that, too. Without the eagle eye of an IRL trainer, having access to videos demonstrating proper form in real-time that were populated by an **algorithm** designed to push you juuuust enough can help minimize the risks of injury that can come with exercising at home.

Better yet, AI-powered apps and fitness equipment **remove any excuse** that may come with exercising exclusively at the gym: in case for many reasons people can't make it regularly to the gym, they tend to slowly lose the habit and then quit exercising. Obviously, apps and equipment aren't free, but a one-time investment in a machine or a monthly subscription costs—not to mention the convenience of having personalized training in your own home—can be more accessible to many users in addition to their gym membership.

And that's the main point of using artificial intelligence within the fitness world: **providing individualized workouts allows anyone**—from goal-driven athletes to exercise novices—**to work out smarter**.

