

Guitar Hero Creators Make Workouts More Fun

Written by Marco Attard
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Blue Goji, the startup of Guitar Hero creators Charles and Kai Huang, emerges from stealth mode to reveal Goji Play-- a game control system designed to allow gameplay while using a treadmill, bike or elliptical machine.



The Goji Play system consists of two controllers and a wearable motion tracker. Each controller features 2 buttons and attaches to fitness equipment handlebars via velcro straps, while the tracker clips to belts or simply slips in users' pockets.

In turn the device trio connects to iPhones or iPads via Bluetooth to provide control for Blue Goji-developed games. Twelve titles are available on launch, all taking input from the motion tracker as well as the controllers so players need to workout harder for stronger punches or faster driving.

In addition a Goji Play app tracks workout distance, time and calories burned, and a Reader app simply provides a touch-free of scrolling through content.

“Most people think of workout equipment as boring and monotonous,” the Huang brothers say. “You’re basically staring at a wall for 30 to 60 minutes. So we really wanted to change that experience and make it more fun using our expertise in making great games.”

The Goji Play system is available now.

Watch [Goji Play](#)

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