

A More Moov-ing Fitness Tracking Experience

Written by Marco Attard
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The Moov promises more accurate and useful fitness tracking through a disc-shaped strap-equipped wearable sensor able to provide near-constant feedback based on how the user is actually moving.



Made by a ex-Apple engineer Nikola Hu and Microsoft Research sensor expert Meng Li, the Moov uses gyroscopes, accelerometers and magnetometers to analyse body movements in 3D. Thus, the makers claim, the device actually acts as a "virtual coach," providing tips according to wearer performance.

For example it can let one know if they are risking injury by hitting the ground with their foot too hard, or whether they are doing pushups correctly.

The sensor is waterproof and can be strapped on either wrists, arms or ankles. It comes with a companion mobile device (iOS, with Android to follow post-launch) app providing further exercise data at the end of each workout.

Set to launch on July 2014, the Moov currently supports 5 different workouts-- running, weight training, cardio boxing, swimming and biking. More workouts will be available on a later date.

Moov preorders are currently open, with pre-sales reaching around 200000 in all of 2 weeks.

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