



The Wellness Company

TECHNOGYM and IBM bring Watson Artificial Intelligence into wellness

*A TECHNOGYM virtual coach to provide guidance during physical exercise,
sport and for healthy lifestyles*

Cesena (Italy), March 8th 2017: [TECHNOGYM](#) (TGYM), a world leading company in fitness and wellness technologies and solutions, has announced an initiative with IBM (NYSE: **IBM**) to build within the Technogym Mywellness cloud platform next generation's Watson Artificial Intelligence-driven cognitive coaching platform for health and wellness. The goal is to create a Technogym "human-like" virtual coach able to interact with people using natural language and to offer them personalized training programs based on their goals and context conditions (such as weather, agenda, health conditions, food intake) in order to enhance a healthier lifestyle.

The integration with IBM Watson's cognitive computing and IoT technologies will enrich TECHNOGYM's MyWellness platform – the cloud based ecosystem providing fitness users with a fully personalized program and gathering fitness data accessible from both fitness equipment and mobile –with further capabilities of interacting with the user, managing data and evaluating results thanks to a cognitive coach that will guide users while working out.

Wellness and fitness industry operators and personal trainers will also benefit from the new cognitive coaching platform, allowing them to ensure continued assistance through the virtual coach for their clients when they are travelling or training outside the facility.

The collaboration further enhances TECHNOGYM's unique digital offerings within the fitness and wellness field, confirming the company's focus on continuous innovation and technological research. In 1996 TECHNOGYM launched the first software system to manage training at the gym, followed by the introduction of the first TV screen integrated in a piece of fitness equipment in 2003. In 2007 TECHNOGYM introduced online fitness equipment and in 2012 they were the first brand to introduce cloud technology in the fitness arena, connecting people, equipment and fitness facilities and thereby reinventing the way people access to wellness and health.

"Our goal has always been to offer our users a personalized training experience via connected equipment, services and content capable of interacting with them, understanding their deep motivation and needs, and delivering results," said Nerio Alessandri, Founder and CEO of TECHNOGYM. "Our collaboration with IBM represents a further step towards the creation of increasingly customized and engaging training for our clients".



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About TECHNOGYM

Founded in 1983, TECHNOGYM is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. TECHNOGYM provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches in Europe, USA, Asia, Middle East, Australia and South America, TECHNOGYM exports 90% of its production to over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with TECHNOGYM. TECHNOGYM was the official supplier for the last six editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.

For more information on TECHNOGYM, visit: www.technogym.com

The TECHNOGYM Ecosystem

TECHNOGYM has reinvented the way people access to wellness and health. Today thanks to the TECHNOGYM Ecosystem, the easiest and most comprehensive platform connecting fitness equipment, the first cloud computing platform in the industry, apps and wearable devices, people can seamlessly manage their lifestyle anywhere and anytime introducing a transformative new approach to health management.

The TECHNOGYM Ecosystem is the most advanced platform that uses today's modern technology to provide "Wellness on the Go", a revolutionary personalized experience allowing people to access their training programs, training data, web bookmarks, apps and content on all TECHNOGYM equipment anywhere in the world, at any time.

Through the TECHNOGYM Ecosystem, people can manage their workouts in the gym equipment, outdoors on their mobile devices using the TECHNOGYM app, at home via personal computers or TECHNOGYM home equipment, on holiday or wherever they train, for a truly personalized experience.