

Trendsurfing

## Ten Health Trends You Can't Ignore

Allison Van Dusen, 08.28.07, 6:00 PM ET

Your diet may be full of whole grain and organic foods, and your medicine cabinet loaded with the latest fat-fighting pills. But if you really want to get ahead of the health care curve, you'll need a kitchen full of mangosteens and a gym that will let you chase dragons.

Technology is also helping keep bodies healthy in the gym. In October, exercise equipment manufacturer Espresso Fitness will unveil technology aimed at providing a more addictive, entertaining experience: exercise bikes featuring front-mounted monitors and steerable handlebars, which allow users to "ride" a variety of virtual courses.

Gym rats can also exercise while playing videogames that involve slaying dragons and gobbling coins, winning prizes that can be redeemed for rewards like a free personal training session. It's all intended to attract gamers to the machine--as well as people bored of watching *Oprah* while they ride.

"What we've always done is fitness first, then fun," says Mark Urlage, vice president of sales for Espresso Fitness. "I think with this new [technology] we're putting fun first. Fitness then comes along with the ride."



### Entertaining Gym Equipment

For years you've been able to watch TV while running on a treadmill. But the gym equipment of tomorrow, being developed by companies such as Espresso Fitness, appeals to a generation who grew up playing games. These interactive machines provide the feeling that you're zooming through tunnels or chasing dragons. You can even earn rewards like a free personal training session.

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