

## Category: „Concepts“

**Company: for me do GmbH**

**hall 1 / C14**

**Product: intelligent concepts for the health market**



The new “for me do” concepts connect the markets for medicines and fitness. Competence and effectiveness are increased by improving the training and therapy options. For customers, the concepts mean an increase in revenue and expansion of the customer base. In addition, the customer is supported with a sustainable training concept during implementation.

Service and customer support are provided from a single source. The concepts have been developed by experienced sports scientists and marketing experts.

**Company: milon industries GmbH**

**hall 3 / A20**

**Product: milon OS**



milon has revolutionized its support concept and will be presenting its “milon OS” (Operating Systems) for the first time at FIBO 2010. The software solution networks milon equipment and also assumes administrative tasks in the gym. That does not mean that there will be no need for gym staff in the future, but rather that milon OS will support trainers and staff in their tasks, thus ensuring optimal support for the customers. The entire workflow is improved as milon OS independently maps the key areas in the gym. milon OS supports the trainer in developing the ideal training plan for each and every member at the gym. The system allows the trainer to use a PDA

(handheld computer) to establish a wireless connection to all networked milon equipment. This gives the trainers complete control of all equipment and the programmes being used on them – and that regardless of where they are in the gym.

**Company: TECA SRL**  
**Product: CoreUP**

**hall 3 / C10**



CoreUP i san “all-in-one” is a station that offers a complete standing torso workout and integrates both the muscles that are being trained, as well as the antagonistic muscles. It is the first machine of its kind that enables the full programme of torso training in a standing position at the very same piece of equipment. This extraordinary training method uses an incredibly natural movement to include both the major muscle groups, as well as the deep muscles.