



Kick-Off

By Soccer Fitness Golds

Fall 2014

IN THIS ISSUE: EMERGING TRENDS IN FITNESS TECHNOLOGY AND HOW YOU SHOULD INCORPORATE THEM INTO YOUR TRAINING

Technology for Exercise - What You Should Use *and* Why

By Richard Bucciarelli

These days, going for a run can seem a lot more complicated than it used to. A typical adult exerciser needs only to do a quick Google search on running to get completely bombarded with all kinds of information about how they should be doing it. More recently, included in the available information will likely be advice and tips about the use of technology – everything from mobile fitness apps, wearable technologies, and technologically enhanced clothing – to use while running.

As a sport scientist, I have had the good fortune of learning about and working with some of the most advanced technologies available. In my experience, many of these technologies, while very applicable to elite level athletes, are not very necessary and/or useful to the everyday exerciser.

On the other hand, some technology can actually be of great benefit to regular adults while running. This article will briefly examine some of the latest sports science technology which I believe to be most useful to the general population.

Heart Rate Monitors

Heart rate monitors measure the amount of times the heart beats in one minute, and generate a number to the user ("beats per minute" or "bpm"). As a general rule, the higher the heart rate in bpm, the more intense the exercise. Heart rate monitors are especially useful when running or participating in other aerobic endurance exercise because they give users a very clear and specific picture of exactly how hard they are working. Heart rate monitors can be used in the following ways:

- To establish their maximum heart rate
- To keep their training heart rate within specific thresholds (for example, between specific percentages of their maximum heart rate)
- To measure their recovery (how long it takes for the heart rate to drop after a rise) in between higher intensity exercise periods or intervals
- To measure their post-exercise recovery (how the heart rate declines once exercise has finished)



Global Positioning Satellite (GPS)

Global positioning satellite or GPS is used when exercising by giving users specific information about the total distance covered, and speeds attained, during aerobic exercise like running. This information is very useful to adult exercisers because it allows for specific and accurate quantifications of exercise intensity to be made. Again, as a general rule, the greater the distance travelled and/or the higher the speeds, the higher the training intensity or load. GPS can be used in the following ways:

- To determine the total distance covered during a run, walk or bike ride of a specific known time duration
- To determine the exact time taken to complete a specific known distance of a run, walk, or bike ride
- To count the number of sprints, and speed of the sprints, done during aerobic exercise such as soccer or other team sports

Mobile Fitness Applications

The technologies listed above constitute “wearables” – items that can be worn during exercise, such as a chest strap heart rate monitor and a GPS device tucked into a clothing pocket. The next step in terms of use and application of these wearable technologies for adult exercisers is analysis and interpretation of the data generated, and subsequent prescription of exercise based on this data.

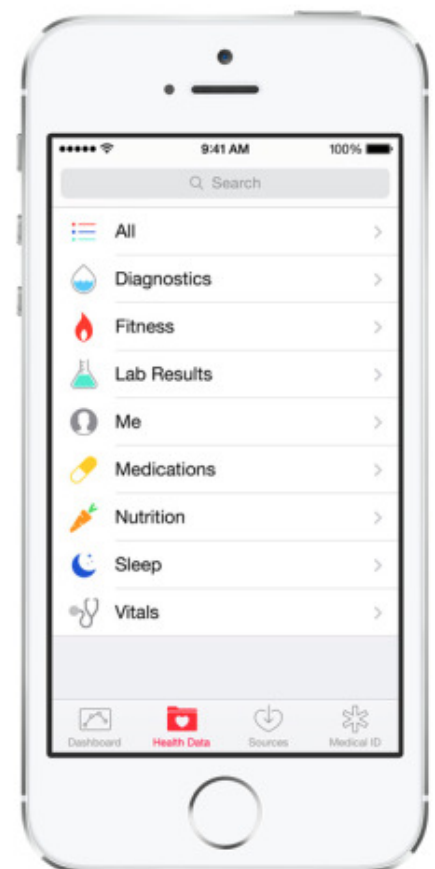
Mobile fitness applications available on the latest generation of Android and Apple smartphones can be a useful way for users to link directly to wearable fitness technologies like heart rate and GPS. The new Google Fit and Apple Health Kit platforms that are a standard feature of all new smartphones from these companies, will allow users to synch their existing mobile fitness applications directly to wearable technologies like heart rate and GPS.

Of course, a well-designed mobile fitness app that has the capacity to synch to wearable fitness technologies will also be a must. Many existing apps do feature the ability to analyse data generated from wearable technology and to subsequently prescribe and customize users' exercise programs using this data. A good mobile fitness app should be able to make the following use of wearable technologies:

- Allows users to see comparisons of their own heart rate and GPS data relative to age-, gender- and ability-specific standards and norms
- Allows for prescription of specific exercise intensity and load, for example:
- Determination of heart rate training zones based on % of maximum heart rate
- Setting specific goals for distances covered in known time, or time taken to complete specific distances using GPS

- Setting of specific goals for speeds attained during running interval training or sprint training
- Allows for live monitoring of heart rate and distance/speed while exercising, with quick and accurate feedback to be provided to users
- Allows for daily, weekly, monthly, and yearly monitoring of performance during workouts, with the capacity for adjustments to be made to prescription of future workouts based on past progress

Richard Bucciarelli is co-founder of Soccer Fitness Gols Inc., a company created to help soccer players, coaches, and fans achieve their fitness “gols” through their love of the Beautiful Game, and the developers of the Soccer Fitness Gols mobile fitness app. For more information please visit www.soccerfitnessgols.com.



Help *Kick-Start* Soccer Fitness Gols on iOS

By Rob Bucciarelli

This Summer, we launched the Soccer Fitness Gols mobile app for Android smartphones on Google Play and the Amazon Appstore. The response has been terrific, with over 1,400 installs across 6 continents. We have received lots of great feedback, both on Google Play, with a rating of 4.5 out of 5, and from app reviewers such as Android Rundown (review below). If you haven't yet checked out our Android app, please download it today and let us know what you think!

We now want to bring our app to iPhone users, so that more people can get fit and enjoy the Beautiful Game. To help us fund this project, we have launched a campaign on **Kickstarter**. In exchange for your pledges, we are offering a variety of fitness gear as well as fitness assessments and training programs at our Soccer Fitness Training Centre in Vaughan. To help support our project, please check us out the **"Soccer Fitness Gols – iPhone"** project on **Kickstarter** today!

Rob Bucciarelli is co-founder of Soccer Fitness Gols Inc., a company created to help soccer players, coaches, and fans achieve their fitness "gols" through their love of the Beautiful Game, and the developers of the Soccer Fitness Gols mobile fitness app. For more information please visit

www.soccerfitnessgols.com.

Soccer Fitness Gols Review

Posted by Tre Lawrence in App Rundown, Productivity, Social | 0 Comments

Sep 19, 2014



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Sometimes, we get apps to review that are so natural to use. As a licensed soccer coach who has played and coached The Beautiful Game most of my life, I have an intimate understanding of how seriously fitness impacts the sport. It's an important, and there are quite a number of wearables aimed at this segment.

In any case, checking out apps like *Soccer Fitness Gols* not only feels natural, it feels like it's my duty. So there.

The app itself is simple in design, with bright green, turf-like graphics making up the main background. The developer uses different shades of green in places to contrast the mostly white main screen text. The UI, as noted, is simple, and uses mostly uses taps and some gestures as the main modes of navigation.

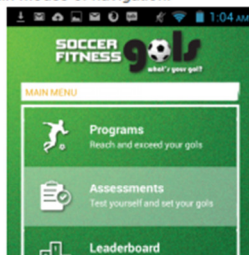
The main menu provides a few options: Programs, Assessment, Leaderboard and Profile. The Program submenu is further

broken into Strength, Endurance, Power, Speed and Flexibility. Each of these categories has three levels of difficulty aimed at people of different stages of fitness (beer league? Hilarious), and selecting one opens up the fitness activities to be done. Now, the exercises were my favorite part, incorporating a lot of warm-up moves familiar to soccer players, and several logical sequences, with video accompanying the descriptions and instructions. The program lists goals (sorry, gols) and allows the user to tweak the actual number achieved, which actually worked to encourage to "beat" the gol. When done, the results can be saved (to be compared past and future results), assessed and/or shared to social networks.

It turns out that "gols" isn't just a funky way of spelling the obvious: also a measure of activity. Gols are assigned for doing the workout used to populate the Leaderboards. The Assessment is self-explanatory. The Profile allows for users to personalize usage stats.

I especially like the video aspect, and the leaderboard adds a competitive media content, and probably a little bit of nutritional pointers. Still, it's a players to use.

Or myself, for that matter.



Soccer Fitness Gols Review Rundown

- 8 User Interface - Simple, lots of expected green and mostly taps for navigation.
- 9 Functionality - Is surprisingly useful as a fitness companion and tracker.
- 8 Performance - Works smoothly, elements come together nicely.
- 9 Value - Free offering.
- 8.5 Overall - Overall, a great tool, with several nice elements and room to grow.

Download: App available at the Google Play Store »

Kick-Off By Soccer Fitness Gols

www.SoccerFitnessGols.com

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FITNESS** **gols**
what's your gol?