# HOW TECHNOLOGY IS RESHAPING
## THE FITNESS SERVICE INDUSTRY

by: John Destacamento

I'm a personal trainer approaching my 25th year in business.   I have serviced over 24,000 hourly personal training sessions to date. I have come to realized that my job and its future may be in jeopardy.     It's inevitable that technology has become a threat to the human-based relationship between client and trainer.     While I still believe there will always be a demand for person-to-person personal training in the future, the demand may diminish as advance technology becomes more available.  Apps, fitness wearables and soon artificial intelligence will eventually dominate over humans in areas such as accuracy and efficiency.

" I found this cool fitness app! I t shows me how to do exercises! "

in 2009...

## SHOULD THE FITNESS INDUSTRY REGULATE FITNESS TECHNOLOGY?

Should we blame programmers, Google, and companies for making wearable devices? Can we enforce new policies and regulate new technology before entering the market? Major industry players within the fitness industry may need to form a new organization or influence existing organizations to take action.  This type of movement will lead to petitions which may enforce new regulations to protection the jobs of fitness professionals.     An example is how the RIAA (Recording Industry Association of America) took action when Digital MP3's violated copyrights for record labels and artists.   For those that don't remember, in 1999 the RIAA sued Napster and this led to the re-writing of many copyright policies.   While this may sound like comparing oranges-to-apples the genuine purpose is similar, to protect the work of fitness professionals.     Fitness professionals pay money for education and need to meet qualifications through certification.   This does not include continuing education expenses.  The problem is too much of this information has been disclosed online within the finger tips of consumers and programmers.

in 2013...

" I don't keep a journal my watch tracks my progress for me. "

## EFITX OFFERS THE OPPORTUNITY TO JOIN THE TECHNOLOGY

There are companies such as Facebook, Google and Amazon that employ very intelligent people very capable of re-sculpting the path of the personal training industry.     Do these big companies care about our jobs?  Probably not, they only see profits.   *The mobile app market is saturated with fitness applications competitive to the services of personal trainers with very few programmers taking the approach to develop applications that will assist personal trainers.*  I have chosen to offer my expertise of filling this void, utilize technology to make my job easier, thus a personal trainer's job easier, while expanding the abilities to virtual services.  EfitX formerly known as Efit Tracker was originally launched in November 2009.  The first version was limited to just tracking workouts but the following year a more robust version provided features such as coach share-ability and nutrition menu planning.   This was back in 2010 when iPhone 3GS was the latest phone from Apple along with a relatively small app market.  Today, EfitX has evolved with numerous features and hosts over 600 users.  Although the app provides a standalone version for consumers, primary features were designed to be a more effective when the shareable method is coordinated with a fitness professional.    This is the ultimate difference when compared to other applications, it allows fitness professionals to sustain a higher value of services while providing the opportunity to tap into a virtual world-wide market.

in 2020?

" My name is Jack 2.0, your personal trainer, let's get started with bicep curls. "

## CREATED BY A PERSONAL TRAINER AND DESIGNED FOR PERSONAL TRAINERS

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