

Welcome [\[Sign In\]](#)

To track stocks & more, [Register](#)

Financial News

Enter symbol(s) Basic [Symbol Lookup](#)

Press Release

Source: Sportwall International, Inc.

Computer Games That Make You Sweat, a Hit in Fitness Clubs, YMCAs, and Schools

Monday May 16, 7:48 pm ET

SANTA BARBARA, Calif.--(BUSINESS WIRE)--May 16, 2005--For years the media have been reporting on the crises America faces with obesity and inactivity. Our society has changed and the offerings for maintaining fitness have not kept up with the times leaving over 85% of the population without solutions that are congruent with their lifestyles.

Source: Sportwall International, Inc.



[View multimedia news release](#)

Since the migration to interactive technology is blamed for this vast shift to inactivity, a new industry consistent with the trends, is emerging in the field of Active Interactive Computer generated fitness and entertainment. Fitness training is now merging with entertainment and functions on the basis of full-body computer games that make you sweat. Sportwall International, is leading this movement with several new interactive products. Their "Active-Interactive" platform merges entertainment and full body computer games so people of all ages can have fun while enhancing their level of physical fitness.

This involves products and curriculum, designed to engage today's youth in a rounded workout they want to do. While Sportwall's 20 products vary from toddler playgrounds to high performance training for athletes, the one consistent principle behind all Sportwall products is to engage and sustain interest with the challenge of a computer game while concurrently stimulating the hands, feet, eyes, ears, and the vestibular systems. Playing a Sportwall game combines skill and cognitive decision making with cardio based activity; a very complex way to articulate what

happens when children play or when athletes practice. We stimulate the neurological system beyond its level of comfort in order to cause adaptation to a higher level of efficiency. This is all about the principle of practice makes perfect.

In the words of Billie Jean King, winner of 20 Wimbledon titles, "When people take a good look at the Sportwall systems, they'll see the wave of the future. Players are getting cardiovascular fitness, sports and motor skills training, and having fun at the same time!"

Cathi Lamberti, CEO of Sportwall International, said, "Technology has produced a lifestyle swing resulting in inactivity. The consequences are being evidenced by the loss of natural play and resultant increases in obesity, diabetes and neurological disorders such as ADHD, Autism, and Dyslexia. Kids are just not 'wiring-up' efficiently due to the significant reduction in early neurological stimulation from the loss of traditional play. Our products provide 'catch-up' stimulation, packaged in the form of active computer games."

While safer, the extensive use of child carry chairs is not conducive to developing a child's neurological system which

is primitive at birth and requires stimulation to develop. Take a child off the floor and off his stomach and you have reduced all that need to kick, swing arms, try to lift his head to see what's going on, or try to roll over; all necessary movement designed to kick off early "wiring-up." Now pop them in front of the television and we have eliminated the need to do a whole lot more motor development.

"Most people only really engage new learning when confronted with the discomfort of not being able to do something. The more we want to do it, the more tolerant we are of the discomfort we have to endure to learn. Computer games contain all the elements to stimulate participation. All we have done at Sportwall, is to turn this into a way to get kids fit and learning kinesthetically," said Lamberti. "Natural play engages both the brain and body, unlike fitness machines that enable you to watch television while you do it. Kids need their fitness delivered in a play environment because it develops the whole person."

Sportwall's new state-of-the-art fitness systems are proving a hit to kids in facilities around the country.

About Sportwall

Sportwall International, Inc., based in Santa Barbara, was founded in 1990 to develop, manufacture and market advanced interactive fitness systems for people of all ages. Sportwall provides full turnkey individual and group training systems packaged with programs for cardiovascular, neurological efficiency, speed/agility, and motor skills training. To learn more about Sportwall: www.sportwall.com.

MULTIMEDIA AVAILABLE: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4889980>

Contact:

Sportwall
Lynn Elliott Cannon, 800-695-5056, x104

Source: Sportwall International, Inc.

Copyright © 2005 Yahoo! Inc. All rights reserved. [Privacy Policy](#) - [Terms of Service](#) - [Copyright Policy](#) - [Ad Feedback](#)
Copyright © 2005 [Business Wire](#). All rights reserved. All the news releases provided by Business Wire are copyrighted. Any forms of copying other than an individual user's personal reference without express written permission is prohibited. Further distribution of these materials by posting, archiving in a public web site or database, or redistribution in a computer network is strictly forbidden.