PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest product launches in health and fitness

Wearable X's smart yoga leggings combine fashion and technology, says **Billie Whitehouse**

New York-based lifestyle brand Wearable X has developed an innovative new wearable for yoga enthusiasts that acts as a digital yoga coach.

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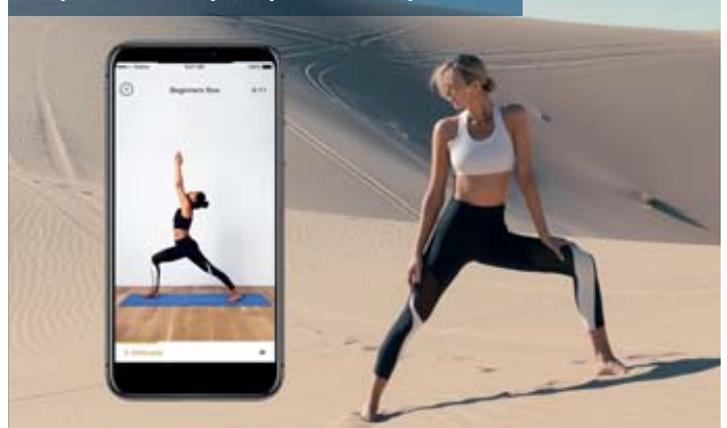
Billie Whitehouse

Designed to make yoga easier and more accessible, the Nadi X smart yoga leggings feature woven-in technology, including accelerometers and haptic feedback around the hips, knees and ankles, that connect to an app. The app then uses motion sensors to detect the wearer's position and corrects the pose by vibrating in the areas where the user needs to adjust.

"I was never really any good at yoga and felt intimidated whenever I would explore a new pose," explains Wearable X co-founder and CEO Billie Whitehouse. "We worked with over 50 yogis across three different continents to understand the importance of alignment in time and space.

We're redefining what it means to be a lifestyle brand by combining fashion and tech."

Haptic feedback prompts accurate postures

Ben Moir, co-founder and CTO of Wearable X, says: "We believe technology should empower the human experience, not overtake it.

"With Nadi X, the sleek design allows technology to seamlessly integrate with the tights, allowing the beauty and design to take centre stage."

The leggings were funded on Kickstarter and cost US$250.

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WEARABLE X

Cover Ninja lets operators organise stress-free staff cover, says **Claudia Newland**

A new smartphone app that enables fitness facilities to source cover instructors is currently being developed.

Created by business partners Claudia Newland and Nicola Addison, Cover Ninja is designed to save time and ease stress when arranging staff cover, by connecting operators with a community of qualified fitness instructors.

The app pairs the most appropriate instructor with the venue by using an algorithm, which uses criteria set by the facility to make the

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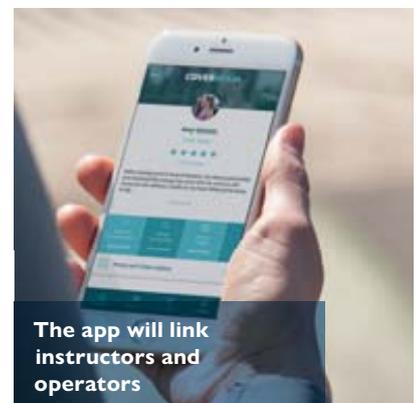
Claudia Newland

best match. It also ensures that every instructor is qualified and insured.

In addition, it gives freelance instructors a platform they can use to get more work and experience based on their preferences.

Other features include a peer rating system that allows users to share their experiences and reviews.

"The industry has been crying out for a more efficient way of managing group exercise class cover," says co-founder Claudia Newland.

"Staffing is a known, longstanding challenge for instructors and operators alike" she adds.

The app will link instructors and operators

fitness-kit.net KEYWORD
COVER NINJA