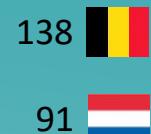
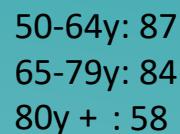
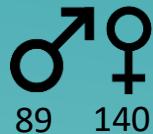


The IPitup movement package in elderly

IPitup wants to lower the threshold to movement for young and old. Within CrossCare is being investigated the role the movement bench can play in keeping the elderly longer physically active, to stop chronic diseases and drastically reducing the risk of falling.

Part 1: Market analysis and survey



93%

are convinced that it's important to move more



92%

consider the IPitup bench suitable for elderly



63%

has the intention to use the IPitup bench themselves

Intramural

fitness/energy



in elderly homes



little book
info panel
personal coach



for coach with medical and/or sports background



Extramural

fitness/energy
muscular strength/endurance
relaxation/encouter

along a hiking path
in a park and district

info panel
digital

limited for coach with medical and/or sports background, preferably for free