

# Barmer Mobile Fitness



**BARMER**  
Deutschlands größte Krankenkasse

Hybrid Offering	
<b>Brief description</b>	Barmer Mobile Fitness is a virtual fitness trainer system available to members of Barmer Gesundaktivclub which allows web-based personal coaching and training feedback. The system consists of a virtual trainer program for fitness and sports, cardiovascular belt, and web portal. It is suitable for various training activities such as jogging, biking, inline skating, or treadmill training.
<b>Hybrid offering's industry</b>	Preventive healthcare
Company details	
BARMER Ersatzkasse <a href="http://www.barmer.de">www.barmer.de</a>	BARMER Ersatzkasse is Germany's largest public health insurance with over 7.2 million customers. Founded in 1884, BARMER has its headquarters located in Wuppertal-Barmen.
<b>Company's industry</b>	Insurance
<b>Country of origin</b>	Germany
Dimensions	
<b>Product dimension</b>	The cardiovascular belt measures various performance indicators including heart rate, predicted remaining duration of training unit, speed (km/h), tempo (min/km), height above sea level, distance, and optimised route planning. Throughout the training session, direct feedback based on actual training data and advices for personal development are generated.
<b>Service dimension</b>	After training, users can view their training data by logging onto the web portal. The web portal analyses data according to various performance indicators such as route length, speed, and load level. Based on the latest and historical data, the system then calculates the user's fitness level. The user obtains suggestions on how to achieve set fitness targets in a healthy manner and may set up personal training plans.
<b>Other links</b>	<a href="http://www.gesundaktivclub.de">www.gesundaktivclub.de</a>
Other Crucial Dimensions	
<b>Hybrid orientation</b>	Product oriented
<b>Community as service</b>	Yes
<b>Target market</b>	B2C
<b>Revenue model</b>	€ 93 One time, € 66 Yearly subscription

## Images

Product dimension



Service Dimension

