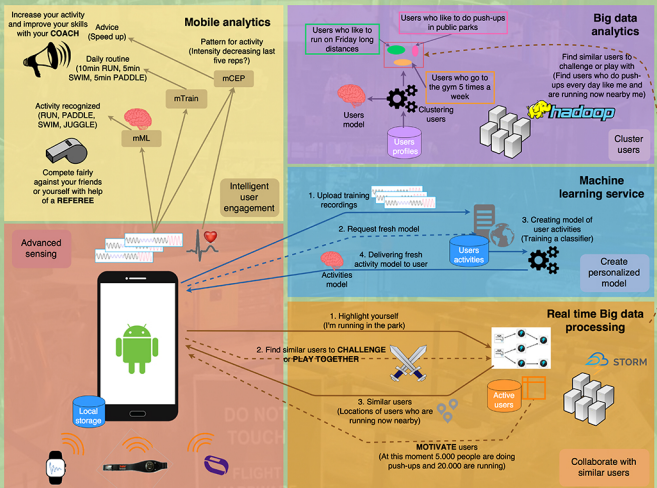


Smart(watch)Challenger

The first platform for instant creation, sharing and playing smartwatch fitness games

From tracking own activities (JawboneUP, FitBit) to activating your **free time** through **anytime/anywhere** fitness games



How to make ordinary physical/fitness activities more engaging?

Gamify your daily work-out and beat your personal records!

Challenge others to paddle the ball faster than you!

New generation of **augmented gaming**, where the (real) physical activity of the player is part of the (virtual) game mechanics (like "KINECT to GO")