

iDANCE 4 FITNESS AND FUN!

What happens when you combine the love of exergaming with the love of dance? iDance, the newest and coolest of interactive dancing. iDance provides customized dance songs and step charts that allow for a variety of levels of play at one time – beginners, intermediates and experts. It allows for a level playing field so that everyone can enjoy the competition together.

Emily Rosenberry, Business Manager for Positive Gaming, and Tommy Seilheimer, Vice President of Exergame Fitness USA spoke with OnSite Fitness about their passion for iDANCE and answer some of the most common questions about the system.

OSF: What is the iDANCE system and can you tell our readers about some of the key features?

ROSENBERRY: Sure...iDANCE is a multi-player game and dance system that's fun and challenging to play but also provides real cognitive, social and physical benefits, which can lead to improved academic skills. We designed it for YMCAs, JCCs, Schools and Clubs by focusing our efforts towards system features that were most relevant to these facilities. You can have 4, 6, 8, 24...up to 32 players competing at one time, using 3 different skill levels simultaneously so everyone can play everyone...at the same time! It's such a blast! There are also many instructor and teacher tools within the software and the entire system is wireless and portable, making implementation and effective use easy for busy instructors.

OSF: How can YMCA's, JCC's and Health Clubs benefit from the use of iDANCE at their facility?



ROSENBERRY: Well...first, iDANCE is completely portable. The extremely lightweight, wireless pads have handles so anyone can move them around pretty easily. So...what that means is that it can be used for many different purposes...kid rooms, teen centers, aerobic/dance classes...we even have some health clubs doing weekly "Over 50" women's classes and the women love it! There are teen nights, family nights, senior nights...it has great appeal to all ages! Also...it's really easy to use. That's important because sometimes turnover of employees that run these systems and classes can be kind of high. The software interface is very intuitive and easy to operate...just a few mouse clicks and you're up and running.

SEILHEIMER: The iDANCE system by Positive Gaming is one of our premier products here at Exergame Fitness USA. We have seen such positive results from our clients when the iDANCE system is implemented inside of a YMCA. It's easy to set up, easy to operate and the quality is solid. Kids, teens and seniors just love this system because it is engaging, fun and perfect for group settings. It's really one of those products that make a YMCA or JCC unique in its community!

OSF: How many players can use the iDANCE system at one time?

ROSENBERRY: This is where we really excel...where the men are separated from the boys...so to speak. The 16-player system is the most popular choice among non-profits but iDANCE allows up to 32 players at one time to be playing all together...the same game! ...on the same screen! And because you can have up to three playing levels going at the same time, it doesn't matter how old you are, how experienced you are, or even how coordinated you are...everyone can have fun playing together and not be worried about whether you're as good as the next guy...you can still beat him!

OSF: Is the iDANCE system easy to operate in a group setting?

ROSENBERRY: Yes...very easy. iDANCE was specifically designed for multi-player use and group activities and participation. The software includes a team-based mode, teacher/instructor friendly tools, player tracking...you can even pause it if





someone is having a hard time, help them with a little instruction, and start up where you left off. Oh yeah...and there are NO questionable lyrics or graphics so it's appropriate for every age and the instructor doesn't have to be worried about any embarrassing obscene material.

OSF: How is iDANCE different than other DDR-type systems on the market?

ROSENBERY: In addition to multi-player capability (up to 32 players and 3 skill levels all playing at once), wireless technology, portability, teacher/instructor friendly tools, team-based mode, no questionable lyrics or graphics...we also provide real-time performance feedback, player tracking, software upgrades...there really is nothing else like it on the market, nothing with as many features, that is.

SEILHEIMER: iDance comes loaded with 100 licensed, customized songs in a variety of styles of music and each quarter new songs will be released.

OSF: Has there been any research done on the iDANCE system?

ROSENBERY: Well, traditional DDR-type systems have shown for years now that it offers many benefits, ranging from better fitness, to higher grades, and improved social behavior...and, yes, a study was recently done in Europe that shows improvements specifically related to iDANCE usage in language and math. The results of the study were promising enough to lay the foundation for a much larger study that will involve 100 schools and will begin in the spring of 2010. Also, another large iDANCE study in the US with Dr. Stephen Yang at SUNY Cortland University in New York has also just been completed. The preliminary results are very encouraging and we'll know more specifics about that study very soon as well.

SEILHEIMER: I just want to also mention a quote from Dr. Ratney, from the Harvard Medical School who wrote a book called 'Spark' The Science of Exercise and the Brain. In it he says "One of the best exercise forms is dance. In a stepped, coordinated group setting it provides movement, balance and working together - while engaging the mind. Motion is a crucial element of thinking."

For more information on the iDANCE system or to inquire about purchasing, contact Exergame Fitness USA at 847-963-8969, or visit www.exergamefitness.com. **OSF**

