

# VIRTUALLY FIT

**LESS THAN 15%** of children and adolescents engage regularly in physical activity.<sup>[1]</sup>

But recent gaming advances may be changing the way kids exercise.

## DO THESE "EXERGAMES" REALLY WORK?

### THE HISTORY OF EXERGAMES<sup>[2]</sup>

EXERGAMING HAS BEEN AROUND IN ONE FORM OR ANOTHER SINCE

THE LATE 1980'S.

The first handful of exergames hit the marketplace without much success.

One of these was the Nintendo® Power Pad or Family Trainer.

The Power Pad was brought back for the Wii™, over two decades after its initial release.<sup>[3]</sup>

These devices failed in large part because the products were marketed for entire families, BUT WERE ENJOYED PRIMARILY BY CHILDREN.

ONE IMPORTANT DEVELOPMENT did come out of the period, however:

**VIRTUAL REALITY.**

IN THE EARLY 2000'S, arcade games ushered in the success of exergaming, most notably **DANCE DANCE REVOLUTION!**

**HOME EXERGAMING**

built on the virtual reality technology of the 1980s

and was popularized by the **NINTENDO WII.**

**EXERGAMING** has recently been a MAJOR PLAYER in the fight against childhood obesity.

THIS EFFORT WAS SPEARHEADED BY First Lady Michelle Obama with the **"LET'S MOVE!" INITIATIVE**, which encourages PHYSICAL ACTIVITY AMONG CHILDREN.



**EXERGAMING**

has come to the forefront of the discussion as one way

to instill a love of physical activity within children struggling with obesity.<sup>[4]</sup>

**EXERGAMING IS CATCHING ON** with more than just kids.

Some senior citizens centers incorporate exergaming systems for their residents.

In general, middle-aged and older adults are also enjoying exergames.<sup>[5]</sup>

## DO EXERGAMES WORK?



WHILE EXERGAMING ISN'T AS BENEFICIAL AS REGULAR EXERCISE,

it's still a valuable activity for both children and adults.

**WHO PLAYS, AND HOW: [11]**

Kids and adolescents play exergames an average of twice a week, for less than

**50 MINUTES EACH SESSION.**



Exergaming at moderate to vigorous intensity levels can help children and adolescents achieve recommended levels of PHYSICAL ACTIVITY.



More women exergame than men.



are less likely than other gamers to be stressed about their weight.



tend to watch two hours or less of television per day.

**73%**

of exergamers play at moderate to vigorous intensity.



**CALORIE BURN:** [15]

Exergames burn more calories than normal video games.

In general, people burn:

**60** calories an hour at rest,

and

**100** per hour typing,

and

**150** playing an average Wii game.<sup>[6]</sup>

**70%**

of people believe exergames can be used to supplement normal exercise.

**WHAT PEOPLE THINK ABOUT EXERGAMES: [7]**

About

**74%**

believe video games should have a physical component.

**54%**

believe a physical component in video games would increase their level of physical activity.

**60%**

of those with children believe kids should play exergames in addition to regular exercise.

**EXERGAMING'S ADVANTAGES:** [21]

Exergames appeal to those who find traditional exercise to be tedious.

These games also encourage exercise over large spans of time,

as the incentive to break records and beat games is always present.

Many exergames also track biometric data.

This can help gamers understand the overall picture of their health and may encourage a healthier lifestyle.

Exergames shouldn't be a substitute for regular exercise,

**BUT CAN HELP LEAD TOWARD A MORE HEALTHY LIFESTYLE.**

## WHICH EXERGAMES ARE THE BEST? [8]

NOT ALL EXERGAMES ARE CREATED EQUAL.

**WII FIT™ SPORTS:**



Wii Sports Golf burns **3 to 3.5** calories per minute.



Wii Sports Boxing burns **7** calories per minute.



Wii Sports Tennis burns **5** calories per minute.

## ZUMBA® FITNESS:

A person weighing 150 lbs. burns about **536** calories per hour.



THIS IS ABOUT THE SAME NUMBER OF CALORIES PEOPLE BURN DURING A ZUMBA FITNESS CLASS.

## DANCE DANCE REVOLUTION:

Light intensity burns about **5.9** calories per minute.

Standard intensity burns **6.7** calories per minute.

Difficult intensity burns **8.1** calories per minute.



PLAYING Dance Dance Revolution at a mid-level intensity is the caloric equivalent of **WALKING AT 3.66 MILES** per hour on a treadmill.

## JUST DANCE®: [9]

For a 130 lb. female, Just Dance 2 burns **380** calories per hour.



THIS MEANS THAT just an hour and a half of Just Dance every day for a week will help the user

**LOSE 1.5 POUNDS.**

THE NUMBER OF POUNDS LOST goes up for both males and females weighing over 130 lbs.

## WII FIT PLUS™: [10]

The number of calories burned in this title varies by activity.

Gamers burn about **260** calories doing RHYTHM BOXING.



ISLAND RUN burns around **360** calories.

Gamers burn about **360** calories playing FREE RUN.

INFOGRAPHIC BROUGHT TO YOU BY **HSN**

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