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Press Information

EyeToy®: Kinetic

A case study of EyeToy: Kinetic in action

Mark Parry, one of the designers at Sony Computer Entertainment Europe has spent the last two years working on the development of the game. Focusing on the development of the in-game trainers' functions and on the development of the four zones, Mark has experienced a very positive 'side effect' of regular play – achieving a level of fitness he had previously only dreamed of, and losing some three stones in weight!

We ask him for his views on EyeToy: Kinetic.

How did you approach personal fitness before starting work on this project?

I had always had an interest in sport since an early age, playing rugby and athletics, the latter at national level. At university my heavy workload and the lack of facilities meant I couldn't do sport as much as I would have liked. I was keen when starting on EyeToy: Kinetic to throw myself in at the deep end, so to speak.

What has changed and how has EyeToy: Kinetic managed to motivate you?

My experience is that EyeToy: Kinetic offers many of the most enjoyable and beneficial elements of going to the gym in a much more convenient – and local – package. It's motivating because I always have fun, always feel challenged and always feel tired afterwards. I know I've had a good workout with advice and encouragement from the trainers. It is also quite strangely addictive!

How much time do you spend working out with EyeToy: Kinetic?

It varies depending on my workload. When I was working on the 'zones' I was often playing all day, but at the moment I probably play it 3-4 times a week. Playing it for prolonged periods – like going to a session at the gym – is the most beneficial. And because the content is enjoyable and challenging, I can carry on for much longer than I could if I were at the gym without losing my focus.

The other great aspect is that it sets challenges like best personal scores and times. The only problem is that once is never enough. For example, if I aim to play a game from the Combat Zone once or twice, I can quite easily return to my desk 30 minutes later, hot, sweaty and tired.

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How do you structure a typical EyeToy: Kinetic workout?

After warming up I like to start with a few games from the Cardio Zone. The high energy music gives me a rush of adrenalin, and because I enjoy the dance-like movements, I can quite easily have an intense 20 minute workout and not even realise the time has passed so quickly.

I'll then move on to games from the Combat Zone. I'll play about four or five in a row. After doing these workouts for many months, I'm far more flexible than I use to be and my endurance has also improved, meaning I can play more without overworking my body. Combat Zone games are now even more enjoyable as I can try out lots of different movements that I wouldn't have been able to achieve in the past.

I'll then end on workouts from the Mind & Body Zone or Toning Zone depending on how I feel. Even though the Mind & Body Zone games are lower in intensity they are still hard work. I have to really concentrate on what I am doing, and carefully move my body in lots of different and interesting ways. This is pretty demanding after the other workouts when my muscles are tired, but at the end of the day I know it is good for me.

If I do a toning routine I'll concentrate on my abdominal muscles. The routine really does work them hard, but the way my stomach looks having repeatedly done this routine is worth the effort. I'll then end on a stretch, so my muscles can recover more quickly and don't feel sore the next day.

Do you use the personal trainers?

Yes. I always listen to what they say. Even though I have a good understanding of what I should be doing, they always remind me about certain aspects, such as posture or positioning.

They also give really motivational feedback and I do feel as though someone is there with me. They help to push me towards the end of my workout when I am starting to get tired. They inspire me to keep going and try my best. I think I'd struggle more if they weren't on hand to give advice.

Is Kinetic a one-stop-shop solution to your exercise requirements?

EyeToy: Kinetic is a flexible product that can be used alongside gym or other exercise, as a way to establish a level of fitness before moving on to enjoy other sports, or as a fitness tool in its own right. I have found that the combination of undertaking Kinetic regularly and having a healthy diet has had an amazing effect on me. I have lost a lot of weight, reducing my body fat content; but have gained muscle mass, toned and defined my body. If this principle has worked for me, I'm sure it can work for anyone

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When I have had to test the workouts, and undertaken them successively for a prolonged period of time they have worn me out. On one occasion, I had pushed myself so much that I wasn't able to do any more development work for the next couple of days because I was too tired!

What have been the changes to your personal fitness and well being?

The main difference has been to my physical appearance. I have burnt off a lot of body fat, lost weight, increased my muscle strength [and definition!] and noticed a real improvement in balance, co-ordination and concentration. Over time this has also led to an improvement in my stamina and, as a result of some of the advanced workouts, in my dexterity.

I also feel much calmer and more content and no longer have the urge to snack on sugary foods. I don't get as tired and particularly in the summer don't get as hot (as I don't have a layer of fat insulating me anymore!)

What would your recommendation be to those considering EyeToy: Kinetic?

I would suggest giving it a try. What have they got to lose? It has been designed with people of differing fitness abilities in mind. If you are new to EyeToy: Kinetic and fitness you can undertake the workouts on an easy setting. You will get used to the key principles and different movements involved, soon building up speed, strength and confidence.

If, on the other hand, you are experienced in fitness and want a challenge, you should try the 'hard' workouts. They will push you and tire you out, however fit you are. I have been doing the workouts on hard for a long time now, and even though I consider myself experienced, I still break into a sweat very easily, and need a good rest afterwards.

Is EyeToy: Kinetic the future of fitness training?

Many products have come out which exercise various areas of the body, but few have been produced which encourage such a diverse range of exercises and movements to exercise the whole body.

Fitness DVDs are always the same every time you watch them. Gyms and Personal Trainers, although effective, can be expensive and not convenient for everyone. EyeToy: Kinetic is an affordable and enjoyable part of a healthy lifestyle mix, and can be done easily in the comfort of your own home at a time that suits you.

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For further information please contact your local PR manager.