

# NO MORE EXCUSES...

**Obesity - the result of our increasingly sedentary lifestyles - has become a major social problem in many of the world's developed countries. In England alone, between 1993 and 2005, the proportion of individuals classified as obese has increased from around 15% to about a quarter of the adult population. It is well known that desk-based jobs and poor diets have contributed to this trend.**

It is also well known that, while many people try to adopt healthier routines by joining a gym, running in the evening, or making some other form of lifestyle change, it doesn't take a lot to trip them up and send them back to square one. One thing that many successfully changed lifestyles have in common however, is the additional motivation provided by a personal trainer, or coach. But this doesn't come cheap, and it can still require a large commitment of time.

The 'MiBand', developed by Cambridge Consultants for MiLife Coaching Ltd, is a completely new type of wrist-worn device which continuously tracks activity levels throughout the day. Requiring very

little user-input, the device features an integrated accelerometer that measures activity levels throughout the day based on movement. This data is combined with weight measurements, taken remotely from a special set of MiLife's 'Bluetooth@ Smart Scales' that transmit automatically to the device when operated. The data is transmitted wirelessly via Bluetooth to a PC and then uploaded to the individual's online health record, which then provides personalised advice based on the individual's lifestyle.

Cambridge Consultants provided complete wireless, electronic, software and mechanical product design from development to manufacture of MiBand. Ultra low power

design techniques were employed to enable the device to continually monitor activity levels for up to two weeks between charges. The device is comfortable to wear 24/7 and withstands water and dirt. Despite its internal complexity, MiBand is extremely simple to use, requiring only a small commitment of time from the user, all operations being performed via a minimal user interface based on a capacitive touch sensor. So there really are no more excuses not to exercise.

You can find out more about the MiLife system and the company behind it at [www.milife.com](http://www.milife.com)

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