

moveX Helps Companies Become More Active

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moveX is a web-based platform designed to encourage physical activities within a corporate team, based on walking 10,000 steps a day. A joint tour along a virtual route reinforces a sense of community and cohesiveness within the staff and it promotes a healthier lifestyle as well. In its function as health promotion program, moveX delivers a significant contribution to the reduction of absenteeism-related costs. moveX can be used not only within the company, but it is also a modern tool for customer care and acquisition. futureLAB AG, a software development company with headquarters in Winterthur, has developed moveX in cooperation with the Swiss National Accident Insurance Fund (Suva). Interested companies can easily launch the moveX platform by futureLAB and achieve instant results.

moveX can be tailored to customer-specific corporate design for immediate involvement by customers and employees into activities and for a direct and personalized communication as well. The moveX application is focused on encouraging physical activities and can be customized to individual concepts and ideas. In this way, customer and employee campaigns (e.g. a company's anniversary or progressive promotions for the upcoming Christmas season) can be developed.

More activities, integrated into daily job routine, support the maintenance of a healthy weight, reduce the formation or the extent of diseases and activate the body's defenses. As a result, a program for health promotion reduces the disease-related absences of employees with a lasting effect. In Switzerland, as noted in the studies below¹, a working person does an average of around 4,000 steps. To increase personal well-being and to promote overall performance only 10,000 steps a day are considered as sufficient and healthy according to WHO.

Philosophy of moveX

Therefore, the amount of steps of 10,000 is the core element of the virtual tour of moveX. The goal of each participant is to reach this target, possibly at five days each week. Of course, this can be done not only by covering a corresponding distance, but also by any other physical activities. With moveX, promoting physical activities becomes exciting and interactive.

The fellow combatants are organized in teams and interact with or against each other. Elements of group dynamics and social control help to create an extra boost of motivation and more active use. Also less athletic people can participate in the program for health promotion. The goal is the Olympic idea: a maximum of 10,000 steps per day are counted. Alternative or additional activities are included in the calculation of the total of steps which determine the respective position of the teams.

moveX within the Company

moveX is quickly and easily deployable for companies. The setup and configuration of a tour allows for efficient administration and a wide range of options for customization. This is significantly backed by flexible organizational structures and the ability to delegate responsibilities to different levels. The rapid analysis and direct control of physical activities are supported by modern tools. Accordingly, supervision and communication are facilitated by surveys, real-time statistics and integrated messaging.

moveX as a Marketing Tool

moveX is not only suitable for occupational health management, but can be used as an effective marketing tool for growth of a customer base and for customer retention. The company's employees launch a virtual tour together with customers, for example in form of a competition. Schedule, route and duration of the campaign can be individually determined and stage targets can be described as desired. Top draws and stage prizes may function as additional incentives. The platform "designed to encourage physical activities" by futureLAB becomes a central hub and supports the relationship with customers. moveX also provides numerous options for the administration of teams and participants and for communication.

Images / References to Studies



moveX - homepage with interactive elements -

Download at
<http://www.futurelab.ch/de/media/731>



Various options for an intuitive editing of activities - moveX-campaign "futureWALK"

Download at
<http://www.futurelab.ch/de/media/733> and
<http://www.futurelab.ch/de/media/734>

1) Studies

- "Daily step goal of 10,000 steps" - published at US National Library of Medicine National Institutes of Health
- „Studien zur Betrieblichen Gesundheitsförderung“ - published by Gesundheitsförderung Schweiz
- „IGA-Report 3 - Gesundheitlicher und ökonomischer Nutzen betrieblicher Gesundheitsförderung und Prävention“, published by Initiative Gesundheit und Arbeit (iga), Germany

About futureLAB AG

futureLAB is a software development company specialized in designing and implementing innovative, creative and often surprising solutions for customers. In addition to project business, futureLAB focuses on development of products based on non-proprietary Internet technologies and open source systems.

The product range starts from enterprise media management solutions and goes up to Internet platforms for millions of users. Furthermore, futureLAB concentrates on novel concepts in the field of data management or control and visualization of devices and buildings.

futureLAB is a creative engineering team, consisting of about 30 employees, a majority of them of talented and experienced engineers with a university degree, supplemented by a group of expert consultants and a management team with longstanding track record in the field of innovation and technology development. futureLAB AG is headquartered in Winterthur, with offices in Zurich, Germany and USA.

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