

# Motivational Activity for Mind and Body

An innovative way to unlock the power  
of exercise for older adults

**CardioWall®**



# Motivation

with **CardioWall**

How do we make physical activity more fun for seniors?

Combining **physical movement** with **cognitive challenge**<sup>1</sup>, and using **gameplay** to motivate players, the CardioWall is a reaction trainer that uses 'lightpod' sensors, sounds and scores to make physical exercise accessible and enjoyable.

<sup>1</sup> Known as 'dual tasking', this has been widely shown to improve performance of functional tasks (Jardim, 2021).



“ The competitive, fun element is crucial. It increases usage and enhances wellbeing, which means happier and healthier residents. ”

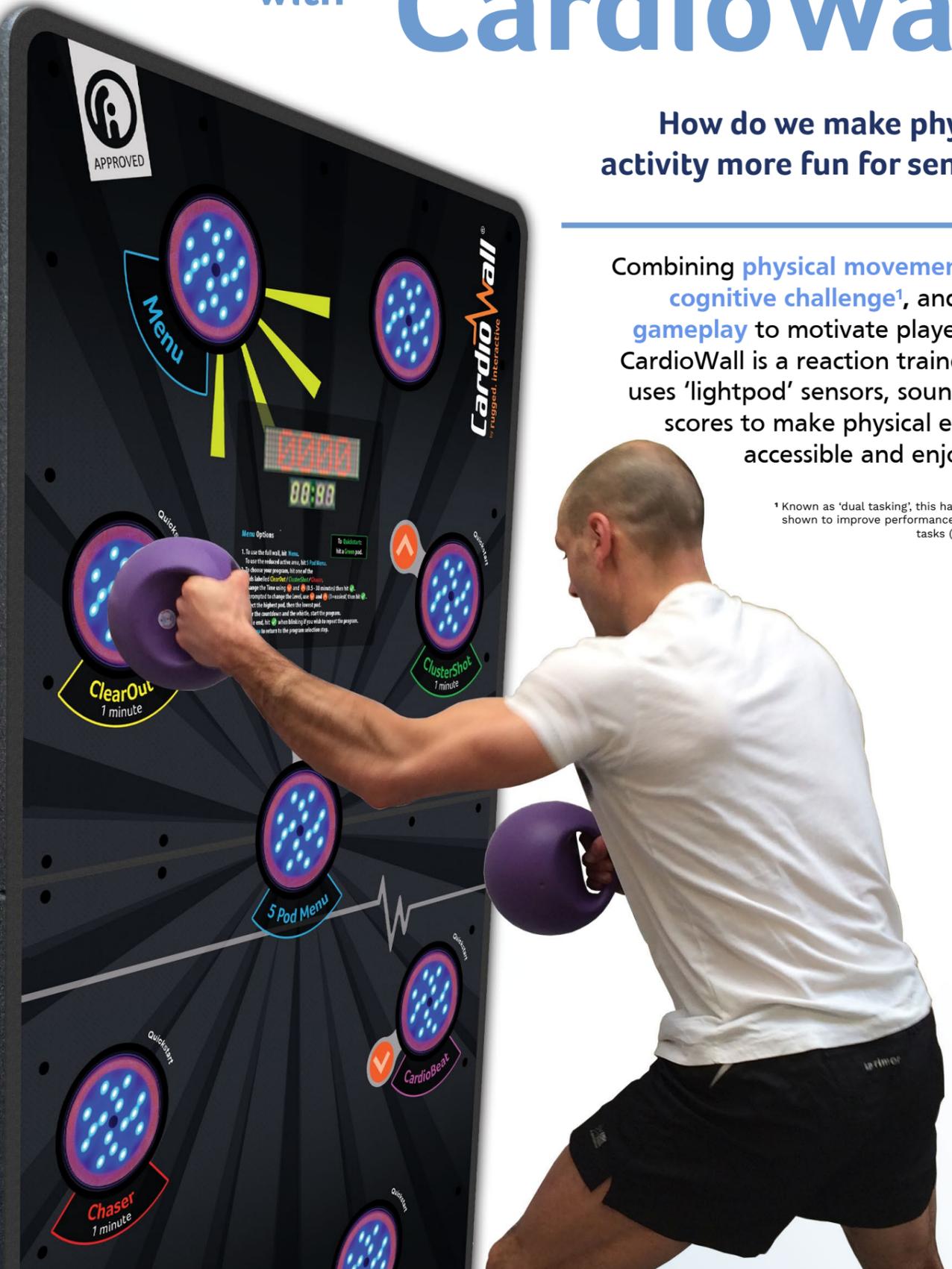
Tom Lord, COO  
Inspired Villages Group

“ It is really important in everyday life to maintain the brain's capacity to respond to unexpected events. Use of the CardioWall exercises this capacity effectively. ”

Prof, Chris Forsythe PhD  
Neuroscientist

“ The CardioWall is especially effective as a motivational tool. We have seen improved self-esteem, physical confidence and even social relationships between service users. ”

Day Centre Manager  
Hoffmann Group, Madrid



# CardioWall Impact on everyday life

Active adults, seniors and even infirm elders can quickly see improvements in **balance, hand-eye coordination, strength, flexibility and mental alertness**, all of which help them to live a more active and independent life.



## COGNITIVE

**“The CardioWall has been a great motivation for me – and believe me I needed it! It’s more fun than actually going to the gym.”**

Lucy – Resident at Inspired Villages Group

## SOCIAL



### SOCIAL ENGAGEMENT

CardioWall is great fun when used in pairs and groups. This **bolsters community spirit and camaraderie**.

In many seniors communities and care homes, CardioWall is often the only gym-type exercise its users choose to do.



### RESIDENT - STAFF INTERACTION

Quite simply, using the CardioWall is fun. It is an ideal tool to **build rapport** and facilitate **positive interactions** as staff join in and encourage residents to improve their scores.

Staff will also enjoy using it for their own fitness and wellbeing.

## PHYSICAL



### FALL PREVENTION

Falls are the leading cause of injury-related death among adults age 65 and older<sup>2</sup>.

By using CardioWall regularly, players can improve their **balance, core strength and confidence**, significantly helping to reduce the risk of falls.



### PHYSICAL COORDINATION

CardioWall games require accuracy, which with repetition helps to **develop better hand-eye coordination** and **recover lost motor skills**.

This can have a major positive impact on seniors' quality of life.



### MUSCLE STRENGTH

Using accessories such as 1kg soft weights to **increase the intensity** of CardioWall activities, players squat and reach to hit out the pods.

These repeated actions help to **build muscle strength**, essential for routine daily movement – as fundamental as rising from a chair unaided.



### MOOD

Exercise releases endorphins into the blood stream, and CardioWall pairs this response with **stimulating games** to provide an **enjoyable cognitive challenge**.

Whether playing individually or in groups, a **user's mood is lifted** as they see visible improvement.



### MENTAL ALERTNESS

CardioWall games challenge **reaction time and visual alertness** as players search for the lights to score points.

Each game tests a different skill - from selective, **sustained and flexible attention**, to **decision making**, strategic thinking and logic.



### EXECUTIVE FUNCTION SKILLS

These mental processes enable us to **plan, focus attention, remember instructions, react to change** and **juggle multiple tasks successfully**.

These can fade as people age, so regular CardioWall use helps seniors to maintain and improve them.



### MEMORY

CardioWall's unique **MindTrak\* memory challenge** will enable users of all capabilities to test and exercise their **working memory** and attention skills.

The scoring system gives them a target to beat, **encouraging repeated use**.

\* Available from Spring 2023

# Accessible — Activity For All



CardioWall games can be tailored towards each individual, with intensity and duration easily altered to suit **different levels of ability, fitness and mobility**. The CardioWall programs are also suitable for users with **sensory processing disorders** such as dementia.

All are **simple to understand** and are particularly effective for motivating users to be more:

- Physically active
- Mentally alert
- Socially engaged
- Committed to rehabilitation exercise

## Available Formats



### Compact Duo

Two half-size CardioWalls, an excellent stimulus for pair and group activities.



### Landscape

Effective for improving peripheral vision and lateral movement. Ideal for wheelchair users and exercise in pairs.



### Portrait

Encourages reaching and squatting movements. Pods can be isolated for users with limited reach.



### Custom Graphics and Mobile Stands

Option to have custom graphics displaying your company logo and branding. Mobile stands also available.



## Key Customers Include





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