



TRAQ 3D

BY HOLLI WELCH

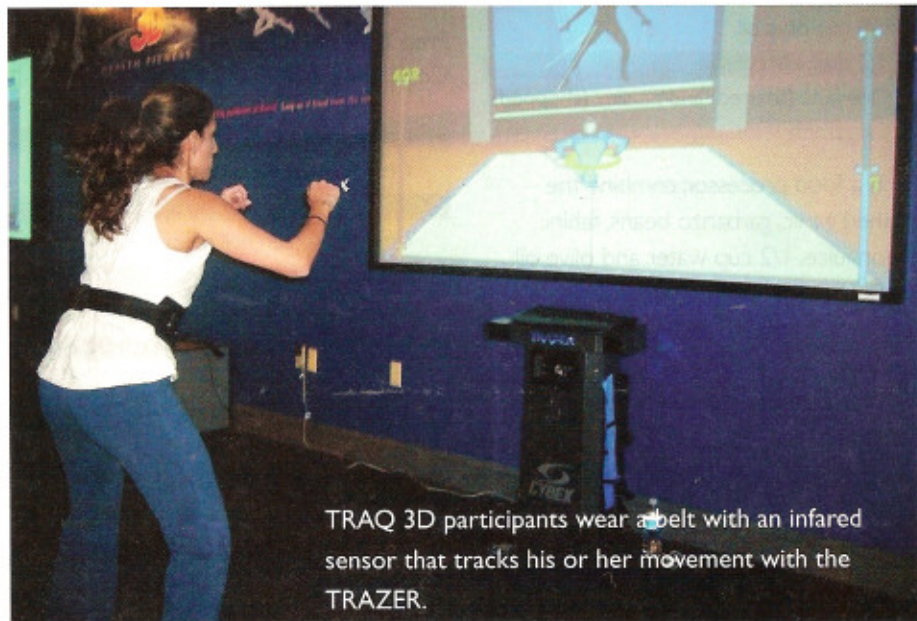
One Jacksonville fitness center has proven that getting fit and staying in shape is really a matter of playing games.

TRAQ 3D Health Fitness, located in Mandarin, opened its doors in January and doesn't boast a room full of weight machines or treadmills. In fact, the only machine you'll find is the TRAZER, a simulator that provides more than 17 virtual-reality activities for participants.

TRAQ 3D – short for Training, Reaction, Agility and Quickness – is based on the “movement is life” concept. Participants wear a belt with an infrared sensor that tracks his or her movement with the TRAZER. During a 30-minute session, the participant works through various games with the belt recording his or her speed in all directions, tracking acceleration, deceleration, calories burned and heart rate.

For local franchise owner Danny Murphy, it's the idea of playing a game that makes TRAQ 3D so successful.

“With many other workouts, there is an incorrect perceived exertion; people think they are working harder than they really are,” said Murphy, who has more than 20 years of experience in the fitness industry as an exercise merchandise sales rep. “But it's the op-



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posite with TRAQ 3D. When you are playing the different activities, your concept of work is lowered but you are really burning calories.”

Murphy said some people may burn 15 to 25 calories in a minute while playing the games.

For this reason, many parents find this new concept to be ideal, especially for children who refuse to exercise but are willing to play a game for 30 minutes.

“We are able to serve those who are not engaged by the gym – like children,” Murphy said. “The kids are mentally engaged in the game, not thinking about getting a workout even though that is what they are achieving.”

For the founders of TRAQ 3D, this is a step toward fighting the growing rate of childhood obesity as more than 9 million children in the United States were considered overweight in 2007,

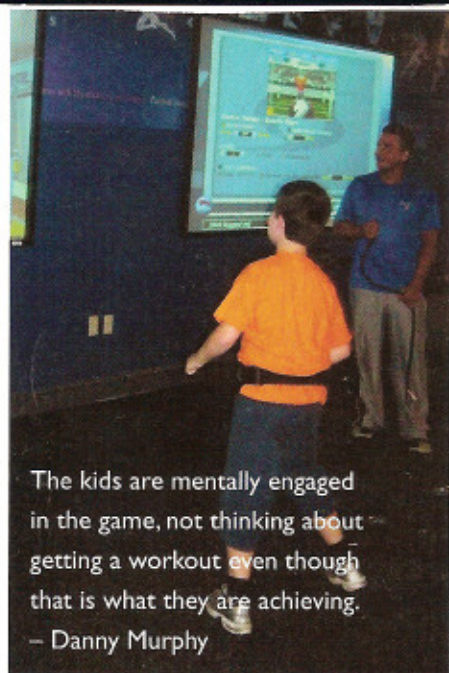
according to the Centers for Disease Control and Intervention.

The facility is open to a wide range of members as young as 5 and up to 95. The only other TRAQ 3D facility in the United States is located in Ohio and boasts a 90-year-old member among others.

“Kids as young as 6 work out here,” said Rod Fods, vice president for franchise development. “There are dozens of moms who sign their kids up and then come back two weeks later and sign up themselves.”

Murphy said one of the main reasons for the growing popularity is the noticeable results, citing one member who lost 25 pounds in six weeks, training just twice a week.

“This member started training as an athlete twice a week,” Murphy said. “She got a full-body workout and lost fat while creating muscle and having



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— Danny Murphy

SPECIAL

fun – that's real weight loss."

"We believe, the time people spend inside [the facility] is half the time, twice the results and triple the fun – which is critical to those interested in weight loss," Murphy said. "I can confidently tell you how many calories you've burned after every session. The TRAZER measures the exact amount of feet covered on the ground and up and down, which combined with your height and weight, gives more than a nice guess."

Research on TRAQ 3D's unique workouts – activities that use multiple joints and 3D training – shows it develops strength quicker and burns more calories than workouts with single movements.

"This works because the activities engage both planned and unplanned movement," said Murphy. "By focusing on unplanned movement, a response to something not prepared for, participants achieve the center's guarantee: half the time, twice the results."

"Give it a try," Murphy said. "Everyone always finishes and says, 'Wow that was fun.' We just smile, knowing they just worked their tail off." **H**

Holli Welch is a third-year student at the University of North Florida majoring in journalism. She is also the managing editor for the campus newspaper, the Spinnaker.

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