

Braving the Epidemic

敢創抗疫



Gym-less days do not necessarily mean wider waistlines

In order to maintain a great physique, gym rat Lily used to be seen at her gym five times a week. However, such a routine was no longer possible following the government's social distancing policies, which had closed most gyms. So, stuck at home, Lily gradually fell into the life of a couch potato. One day, she was invited to a party. She was ready to don her favourite floral dress, only to realise she had put on more than a little "quarantine weight" – in fact, she gained 20 pounds in three weeks!

That was enough to prompt Lily to quickly order a set of Move It™ smart fitness equipment, allowing her a range of at-home workouts and exercises. Thanks to the software and the comprehensive guidance of professional instructors, Lily's self-confidence returned after seeing results in less than one week!

Complete with hardware and software required for home fitness, Move It™ is a one-stop solution for people like Lily looking to exercise at home. Founder and Chief Executive Officer of Eggplant Technologies, Ivan Ho understood the concerns in the market. "Working out at home has never been easy," he says. "Cramped living space, expensive equipment, and the lack of interactive instructions are all just some of the many barriers to a satisfying workout experience at home. Featuring smart fitness equipment and an interactive app, Move It™ can easily solve all these pain points."



Move It™ fitness equipment range from smart dumbbells, ab rollers, to smart push-up bars, jumping ropes and punching balls – all designed to be compact and modern. All come with motion sensing technology, and Bluetooth compatibilities. Supported by IoT technology, the equipment can be connected to a mobile app to track your movement, measure calories burned, and the duration of your exercise in real time.

Beyond keeping Hong Kong people in good shape, Move It™ has also offered a lifeline to fitness trainers whose income dropped significantly due to the gym closures. Through Move It™, coaches are able to conduct online classes during quarantine. Some of the most popular coaches are even able to recruit overseas clients. In addition, they can tailor-make training



programme for Move It™ or gamify the workout experience by adding various features, such as a ranking and reward system. Move It™ updates their online classes every month, and with livestreaming functionalities, allow users to experience a lively group training atmosphere from the comforts of their homes, making it fun to work out at home!

Quick facts



- Over 500,000 registered users, and 100,000 monthly counts of use.
- Since the outbreak of COVID-19, business has grown by 174 percent, the number of app subscribers has increased by 39 times, the number of monthly active users has increased by 12 times, and the VIP content subscription revenue has increased by three times.

Company Profile

Eggplant Technologies was established in 2014 and became part of the Cyberport community in 2019. Through the development of smart fitness software and products, Eggplant Technologies has created a new "home smart workout programme" in the city. The team designed interactive online programmes to better motivate users to train more often. Through the IoT-enabled fitness equipment, and the motion sensing technology, the system can monitor movement, heart rates and fitness data – all in real time.



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Learn more about
Eggplant Technologies (Move It)

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無法做Gym的日子 留家抗疫變增肥？

遙距學習及
在家工作



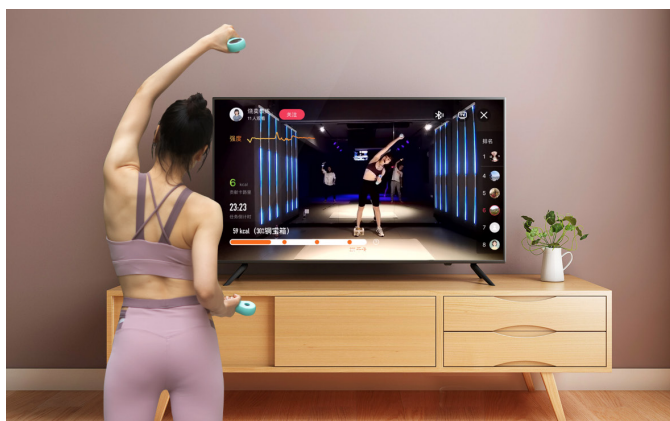
為 保持最佳狀態，愛美的Lily一週最少到健身室五天，然而嚴峻的新冠病毒疫情迫使健身室和運動設施關閉，宅在家中的Lily不自覺地只吃不動。一天她難得有約，發現貼身連衣裙有點擠不下，於是上磅一秤，「天啊！」她發現自己竟然在三星期間胖了20磅！嚇得她立即網購了一套Move It™ 智能健身項目，讓她在家舉啞鈴、跳跳繩，配合Move It™ 軟件配套以及專業導師的詳盡指導，不消一星期的鍛煉就看見成效，成功令Lily贏回自信。

最令Lily滿意的是，Move It™ 齊備居家健身所需的軟硬件，一次過滿足她所有要求。茄子科技聯合創辦人、行政總裁何至宏Ivan表示：「港人要在健身室並非易事：不僅因為居住環境狹窄，健身器材所費不菲，也缺乏互動指導。而Move It™ 配備健身器材及互動應用程式，就可以輕易解決以上三大痛點。」

Move It™ 健身設備及互動應用程式，一系列健身神器包括智能啞鈴、智能健腹輪、俯臥撐配件、智能跳繩及擊拳球等器材設計時尚輕巧，而且都嵌入了感測器和藍牙模組，透過物聯網技術接到手機程式，即時記錄用家的動作、卡路里消耗量及運動時間。



過完成各項健身任務獲得獎勵；Move It™ 更會每月更新課程，配合線上團課直播，令用戶置身家中亦體驗到有如團體活動的氛圍，使在家健身變得好玩有趣。



Move It™ 拯救港人的身段，更打救一班因為健身室關閉而收入大跌的健身教練。健身教練可在Move It™ 直播上課，讓他們在隔離期間繼續授課，受歡迎的教練更可在全球大量收生，或者為Move It™ 編排健身課程甚至變成遊戲，以用家表現做排名，透

速覽



- 現時Move It™ 有超過50萬人登記使用，每月在家使用器材人次多達10萬。
- 居家抗疫刺激公司業務增長達174%，應用程式訂戶人數大增39倍，月活躍人數增12倍，VIP內容訂閱收入增3倍。

公司簡介

茄子科技於2014年成立，2019年進駐數碼港。茄子科技透過開發智能健身的軟件和產品，為現代都市人打造「家裡智能健身房」；團隊精心設計訓練視頻課程和訓練模式，帶動用家進行訓練，通過智能運動設備識別動作感應，反饋節拍和心率實時監測到體能數據。



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