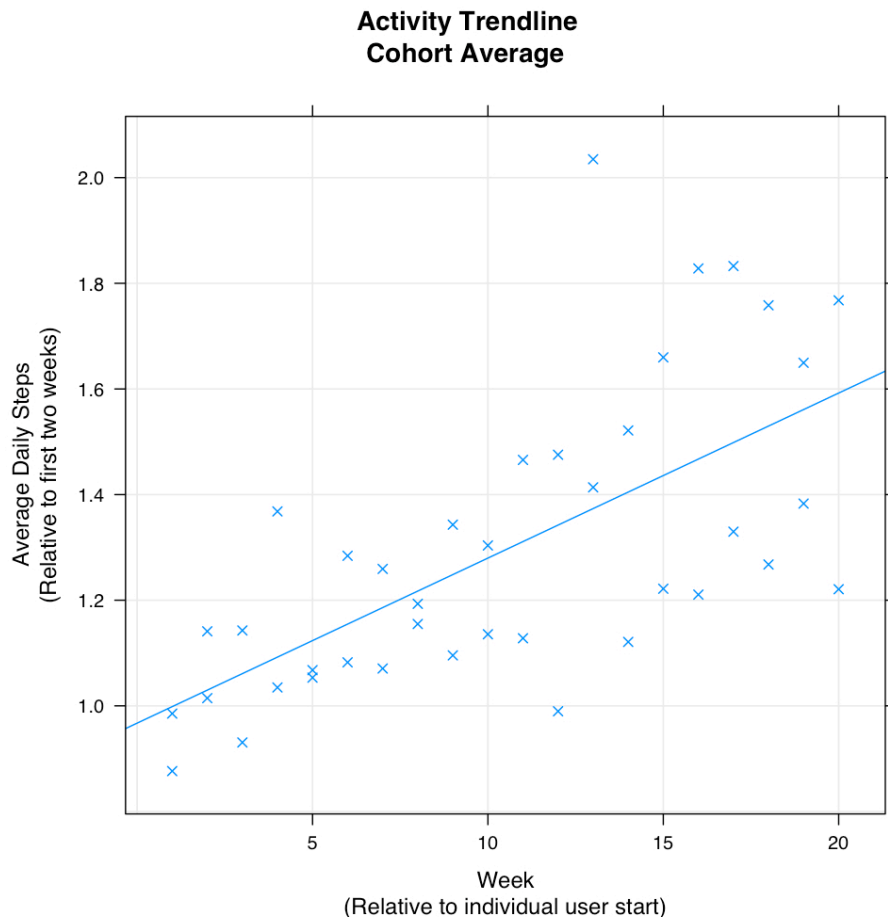


FitAWare Beta Program Analysis for TLA Software

FitAWare by AWare Technologies is a new service for building teams and promoting fitness in the workplace. FitAWare combines advanced physical activity measurement technology with online social networking to make participation easy and fun.

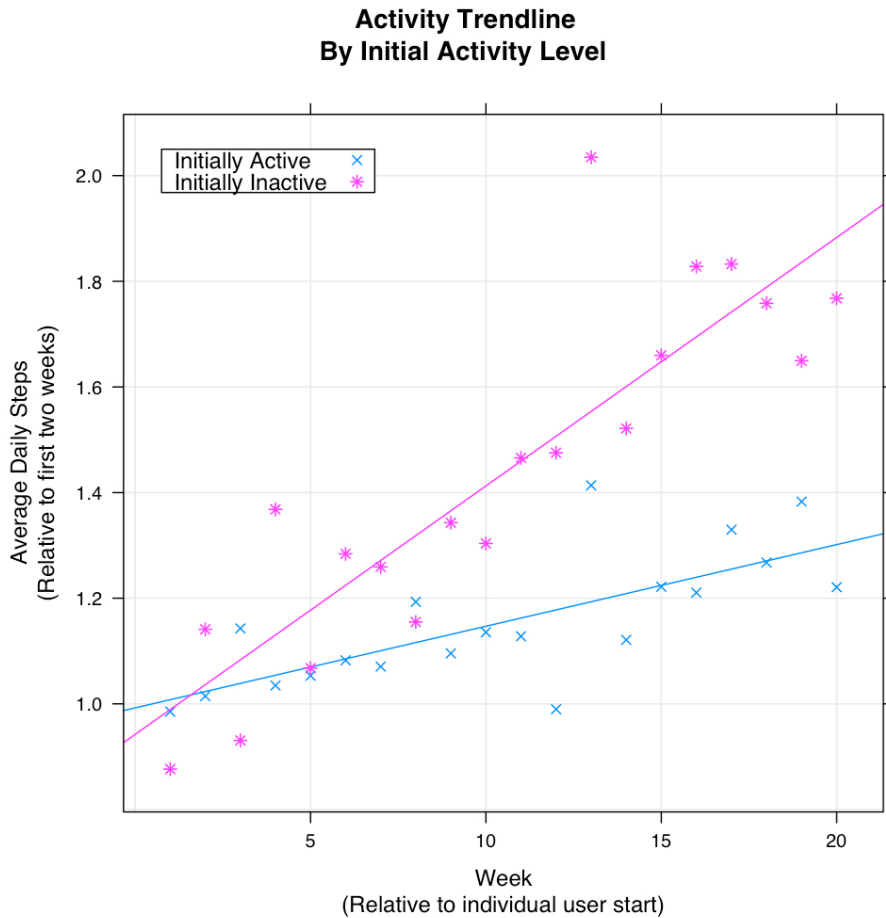
AWare Technologies ran a trial of the FitAWare service with TLA Software, a Cambridge-based software company. (TLA is not the actual company name.) TLA offered FitAWare to a small group of employees on an opt-in basis and the trial ran for twenty weeks. This report summarizes the changes in physical activity during the trial period as measured by the FitAWare system.

Of twenty-seven participants at TLA software, twenty-three users finished the trial with more than eight weeks of participation. (About half the users joined the trial after the program began.) To assess the efficacy of FitAWare, we normalized the performance of each of these twenty three users by comparing their daily step totals to their average daily steps during their first two weeks of participation. Changes in this ratio reflect increase or decline in activity, and allows users to be compared regardless of absolute performance level. These changes were averaged across the group for each week, resulting in the plot below:



A linear trend line was then fit to the data, yielding the figure above. As can be seen in the chart, participation in the FitAWare Program correlated with an average 60% increase in activity level over the period of this study.

Perhaps more importantly, the improvements in activity were greatest for those participants who started out less active. Separating the users into two groups, those who were initially active (averaging higher than 5,000 steps per day) and those that were initially less active (averaging less than 5,000 steps per day) results in the following plot:



The linear trend lines for the two groups are significantly different. Those who were initially active showed, on average, a 30% increase in activity over the program, while those who were initially inactive, show a 90% increase. All users show a significant benefit from the program, and those for whom the benefit of increased exercise is the greatest show the largest gains.