

## Every movement counts

Modern life with all of its conveniences also has its challenges. The technology that helps us fit more into a day also renders us less physically active – especially as we spend more and more time in front of the television and the computer. Collectively, as our activity level goes down and our weight up, there are dangerous consequences: cancer and heart disease, already the two most common and deadly diseases, are on the rise.

Most of us know we need to be more active, but how do we find the time, energy and motivation? Ironically, technology may just help put us on the right track. The new DirectLife program, from healthcare and technology leader Philips, could be the key to figuring it all out.

## What exactly is DirectLife?

DirectLife is a personalized fitness program from Philips. DirectLife creates awareness for how active you are and helps you set balanced and achievable goals.

The discreet, wearable Activity Monitor records your daily movements and easily transfers the information to a webpage that keeps track of your progress against your longer term goals. It motivates, gives feedback and provides support to help people make sustainable changes in their lifestyles.

## How does it work?

You don't have to do it all on your own. With DirectLife you have access to an online professional coach and you can choose to track yourself amongst your family and friends. In addition to a professional coach, DirectLife offers:

- Your own small, lightweight and waterproof Activity Monitor that records your daily movements
- A personal webpage with your stats, tips and activity ideas
- A personalized activity plan, with realistic goals
- Weekly feedback summaries by e-mail

## 1. Track your activity

**Experts recommend a minimum of 30 minutes of moderately intense activity every day.**

Our advanced Activity Monitor records your daily activities. Slip it into your pocket or wear it around your neck or in the handy belt pouch. You can even wear it while swimming.



## 2. Monitor your progress

**Connect your Activity Monitor with your PC and upload your information.**

Your personalized webpage shows your progress.

## 3. Get motivating feedback

**You will receive regular e-mails with your progress and motivational tips.**

Your personal coach will guide and motivate you through the entire program.



### **What is unique/new about DirectLife?**

DirectLife is unique because of the new approach to fitness: changing habits in your daily routine. It focuses on making everyday life more active, rather than expecting people to have dedicated times at which they work out, play sports or exercise.

DirectLife combines state-of-the-art activity monitoring with personal feedback and support from a real live coach to help people become more active.

### **A healthier workforce benefits your company**

DirectLife makes good business sense. Increasing employee activity levels can enhance the overall fitness of your company. An active staff benefits your organization and can reduce your health insurance costs. This is how DirectLife can make a difference for your company as well. Find out more on the benefits of DirectLife for your organization on [www.philips.com/directlife](http://www.philips.com/directlife).

