

THINK WHO? WHAT? & HOW LONG?

Now that you know the inner workings of step counters and their advantages and limitations, you can begin your decision making process by asking "who," "what," and "how long."

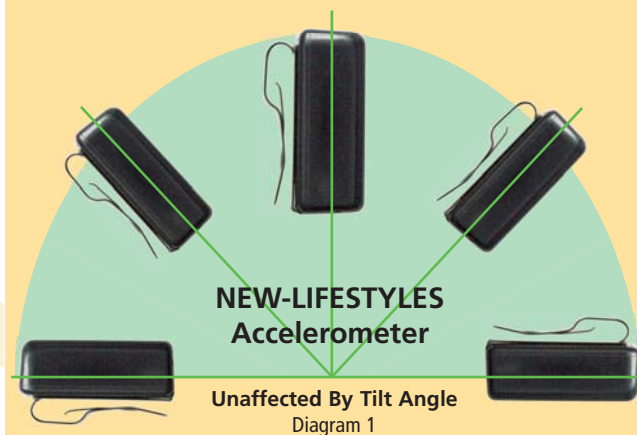
WHO? Who will be using the step counter? Do you need to worry about the "tummy tilt" effect? Review Diagram 1 and 2 to determine if an accelerometer is a better choice than a pedometer.

WHAT? What will be measured—steps, minutes of MVPA (moderate-to-vigorous physical activity), calories, etc? If you want to measure MVPA, then you'll need an accelerometer. Don't be misled. A pedometer, because of its primitive sensor mechanism, cannot measure intensity. To gain a better understanding of this fact, see our animated illustration at new-lifestyles.com/MVPAmyth.

HOW LONG? How long do you need the devices to measure accurately? If you need diehard accuracy, you'll need to use either a NEW-LIFESTYLES accelerometer or Digiwalker pedometer.



POSITIONING LIMITATIONS



NEW-LIFESTYLES accelerometers use a different motion sensor—a strain gauge. It is designed to be unaffected by tilt angle. Thus it can count accurately on the overweight and obese.



Even the Digiwalker, considered the gold standard of spring-levered pedometers, can not count accurately when it is tilted out of vertical, and therefore, it undercounts on the overweight and obese.

LONGEVITY DIFFERENCES

Exercise physiologists at Montana State University put 16 step counter models to a vigorous test of nearly 5 million steps. Testing took 9 months and separated those mechanisms that were designed to be accurate and durable from those that were designed to be disposable.



Montana State University's shaking table with 10 step counters of each brand mounted.

Model	Total Steps
NL-2000 (strain gauge)	4.5 million + (0 failures)
SW-200 (coiled spring)	4.4 million + (0 failures)
AT-85 (hairspring)	up to 1 million (10 failures)
Sportline (hairspring)	up to 800,000 (10 failures)
StepLinq (hairspring)	up to 359,000 (10 failures)
TrekLinq (hairspring)	up to 252,000 (10 failures)
Blue Cross Blue Shield (hairspring)	up to 240,000 (10 failures)

WHY CHOOSE NEW-LIFESTYLES?

Knowledge

NEW-LIFESTYLES is recognized as the premier authority on pedometers and accelerometers.

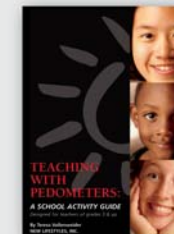


Customer Service

NEW-LIFESTYLES is available by phone Monday-Friday 8:30 am to 5:00 pm CST, answers emails within 48 hours, provides a comprehensive easy-to-navigate website, and normally ships orders within 48 hours.

Superior Resources

NEW-LIFESTYLES develops exciting educational resources that are easy to implement and fun to use. From guidebooks to calendars, teaching guides to tracking systems, we've got the best resources to enhance your program.



Staff Training

With an experienced Registered Dietitian and an Exercise Physiologist on staff, NEW-LIFESTYLES is well equipped to help you launch and sustain a successful wellness program.

Lots of Satisfied Customers!

NEW-LIFESTYLES is happy to provide you with references and comments from schools, companies, organizations, and individuals—proof that we're good at what we do!



HOW TO CHOOSE THE BEST STEP COUNTER

It's What's Inside That Counts!™



Customer Service: 816-373-9969
Toll Free Order Line: 1-888-748-5377
Fax: 816-373-9929
Email: info@new-lifestyles.com

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