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ACTIVE NEWS

THE FUTURE OF WORKING OUT IS HERE



VIRGIN ACTIVE OPENS THE SMARTEST GYM IN TOWN

Like a workout zone on the ship in Ridley Scott's Prometheus, the new Virgin Active Classic Health Club in central London has more than a touch of the futuristic about it.

The smartest kind of gym possible, Virgin Active Classic Health Club at 200 Aldersgate (to give it its full title) has more than just a good address going for it.

Costing £8 million to build, this premium health club utilises new technology and social networking tools to give the gym goer the most interactive, fullest experience possible.

There's clever touches from the off; members can pick up wristbands called 'Swimtag' every time they go for a dip, which then record and file every stroke, time and distances swam. A similar innovation 'MyZone' records your data when on different workout machines in the gym and all this can be uploaded to your own site or Facebook if you want to brag about it to your mates.

There's cutting edge equipment too from a rotating climbing wall and Core-TEX, a balance tool that can work out every part of your body plus rowing machines that mimic the sensation of doing it in water.

And perhaps most excitingly of all, between anti gravity yoga suites and the hydrotherapy spa, steam and

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sauna, is the spin class which uses up-to-the-minute technology and video screens to take the weary cyclist on a workout through inspiring landscapes, in a visual equivalent of mood music. All just the thing to put you in the exercise zone.

virginactive.co.uk



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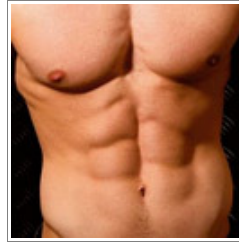
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