

# QR FIT TRAIL



*Fitness on your phone* | [qrfittrail.com](http://qrfittrail.com)

Prince Georges County Parks and Recreation  
May 2, 2012



Blackberry

Visit Blackberry World

Program:  
QR Code Scanner Pro



iPhone/iPod Touch/iPad

Visit App Store

Program:  
QR Reader



Android

Visit Market

Program:  
Barcode Scanner



# What Are QR Codes?



# Like an Electronic Thumbprint



"Detroit is a blank canvas.  
You'll find inspiration around every corner...  
What you do with it depends on you."

-Ro Spit  
Entrepreneur, DJ, Emcee  
Detroit, MI

"No other city in the world — that's right, the world! — has cranked out more revolutionary music." -*GQ Magazine*

"...Detroit's an enigmatic city fueled by raw creativity..." -*Spin Magazine*

"[Detroit:] America's newest cultural hot spot... A creative hub..." -*Los Angeles Times*

Use your cell phone to download an application (<http://get.beetagg.com>) that will allow you to snap a pic of the fingerprint and see what Ro has to say about creative inspiration/opportunities in Detroit. Or, go to **makeyourmarkdetroit.com** on your cell.

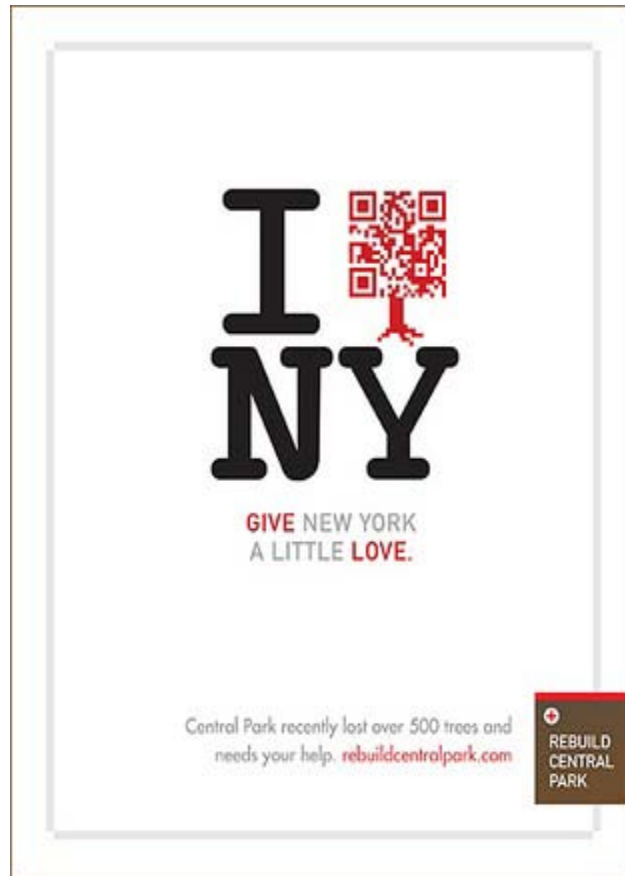
# QR CODES STARTED IN JAPAN '94



# Where In The World Can I find QR Codes?



# QR Codes In Advertising



# QR Codes On The Beach





# QR Codes In Sports



Call Me by PUMA

SportLifestyle

As seen on [www.japanmarketingnews.com](http://www.japanmarketingnews.com)

This advertisement features a pair of Puma sneakers with a glowing yellow sole. Two QR codes are present: one in the top left corner labeled 'Call Me by PUMA' and another in the bottom left corner. A yellow arrow points from the bottom QR code to the top one. The Puma logo is in the bottom right corner.



**RL-QR**

OFFICIAL SPONSOR OF THE US OPEN

**POLO**  
RALPH LAUREN

US OPEN  
2008

INTRODUCING A NEW ERA  
IN MOBILE TECHNOLOGY

RALPH LAUREN PRESENTS  
SHOPPING RIGHT FROM YOUR PHONE  
VISIT [M.RALPHLAUREN.COM](http://M.RALPHLAUREN.COM) OR SCAN OUR RL-QR  
CODE TO SHOP THE US OPEN COLLECTIONS, READ  
RL MAGAZINE STORIES AND WATCH RLTV VIDEOS

**HOW TO SHOP  
FROM YOUR PHONE**

VISIT  
[M.RALPHLAUREN.COM](http://M.RALPHLAUREN.COM)  
ON YOUR PHONE'S BROWSER  
OR SCAN THE CODE ABOVE:

1. TEXT RLQR TO 23880 OR VISIT [M.RALPHLAUREN.COM](http://M.RALPHLAUREN.COM) TO YOUR PHONE
2. DOWNLOAD THE READER TO YOUR PHONE
3. SCAN ANY RL-QR CODE TO SHOP INSTANTLY

STANDARD RATES APPLY

This advertisement features a tennis player in a white polo shirt with a Ralph Lauren logo. A large QR code is on the left, labeled 'RL-QR'. Text on the right promotes the US Open 2008 and provides instructions on how to shop from a phone. The Puma logo is visible on the player's shirt.

# How does QR F.I.T. Trail work?

1. Signs are set up along trail
2. Community members use the trail and discover QR F.I.T. Trail
3. End-users download free QR Code reader to SmartPhone
4. End-users scan code for exercise
5. End-users perform exercise and move to next station

# How does QR F.I.T. Trail work?

## Let's see it in action!



Sample Video Link:  
<http://tinyurl.com/8793byj>



Squats Video – Full Length  
<http://tinyurl.com/7jnumab>

# How does QR F.I.T. Trail work?

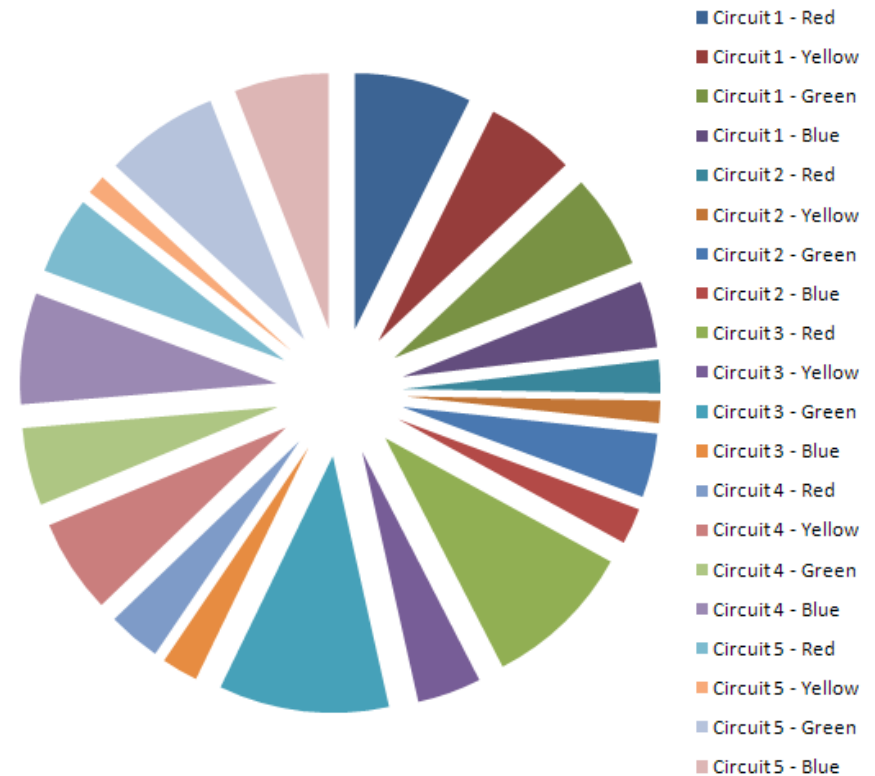
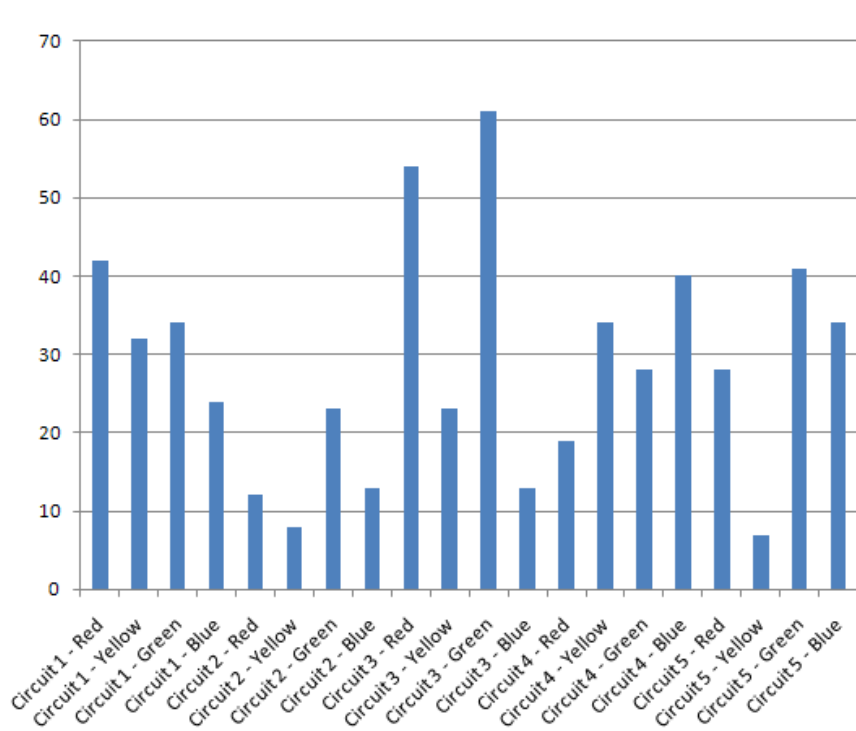
## Dynamic! Fitness Trail Signs!

What does that mean? Each month, the fitness exercises are updated so that ONE code will point to one video one month, and then to another video the next month – WITHOUT having to put up new signs!



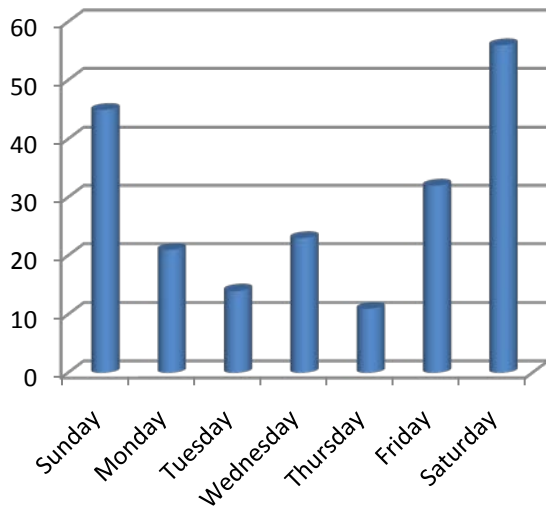
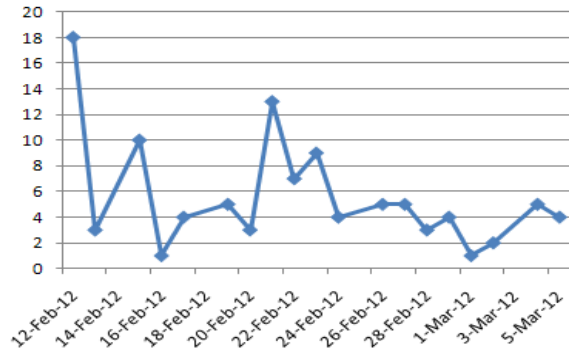
# Prince George's County Parks QR F.I.T. Trail Reporting

## Visits by Trail

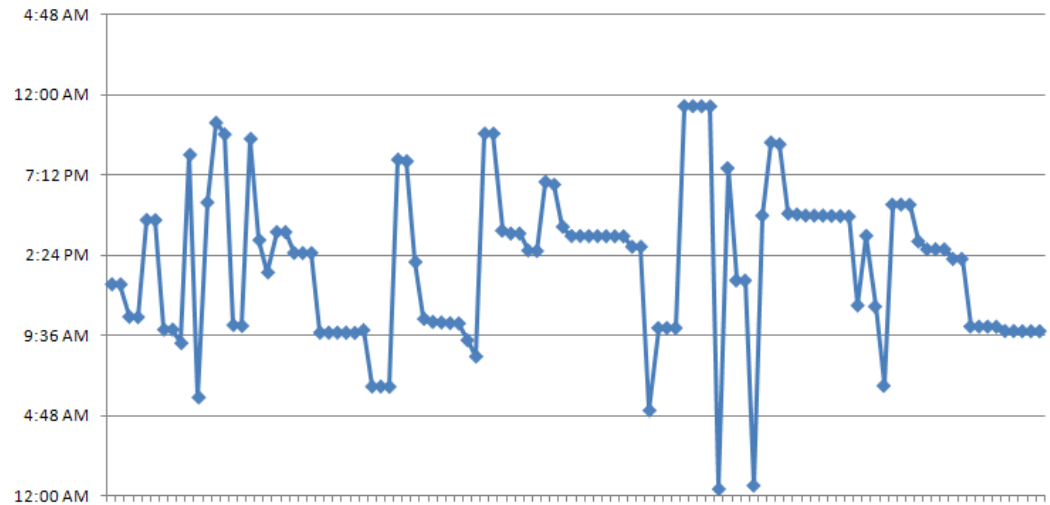


# Prince George's County Parks QR F.I.T. Trail Reporting

## Visits by Date/Day



## Visits by Time



# Prince George's County Parks Fitness Trail Exercises

**Dips**  
**PushUps**  
**Shoulder Taps**  
**Star PushUps**  
**Triceps PushUp**  
**Calf Raises**  
**Lunges**  
**Mountain Climber**  
**Speed Skater**  
**Squats**

**Leg Circles**  
**Planks**  
**Bobble Heads**  
**V Sits**  
**Side Planks**  
**Crossovers**  
**Deltoids**  
**Lunge**  
**Toes Up**  
**Triceps**

# Prince George's County Parks Prince George's County Prototype

**Parks & Recreation**  
M-N C P P C  
live more, play more  
pgparks.com

## Fitness Trail

FITNESS ON YOUR PHONE

You will need a QR Code Reader to access trail exercises.  
Using your phone, visit your cell phone's application market / world or qrfittrail.com to download a FREE QR Reader.  
\*Standard cell phone data usage rates apply.

### Station 1

For Blackberry or Android:

<b>CORE BODY</b>	<b>FLEXIBILITY</b>	<b>LOWER BODY</b>	<b>UPPER BODY</b>

For Apple Products:

<b>CORE BODY</b>	<b>FLEXIBILITY</b>	<b>LOWER BODY</b>	<b>UPPER BODY</b>

Can't view videos on your phone?  
Scan the QR Code to the right to view the exercises on your web browser.

**QRFIT TRAIL** Follow us on [Twitter](#) for trail & exercise updates.  
Find out more about us at: [www.qrfittrail.com](http://www.qrfittrail.com)

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2 Options  
For this  
QR Code  
Available

(All codes on sign have been assigned the same code to protect our intellectual property.)



# Prince George's County Parks Prince George's County Prototypes

## Option 1

**Can't view videos on your phone?**

Scan the QR Code to the right to view the exercises on your web browser.



*Fitness on your phone | qrfittrail.com*

### **STATION 1**

[CORE Body - RED Trail](#)

[FLEXIBILITY - GREEN Trail](#)

[LOWER Body - BROWN Trail](#)

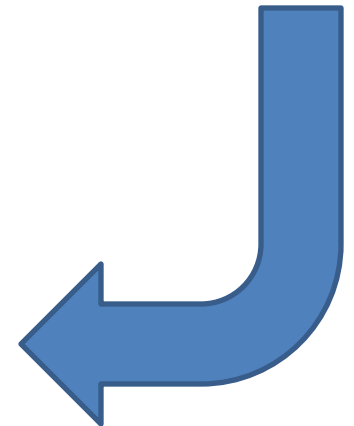
[UPPER Body - BLUE Trail](#)

#### **Station 1 Core Body: Bobbleheads (3 sets of 20)**

1. Feet in a wide, squatted stance activating abdominals,



with hands by ears and chest out.

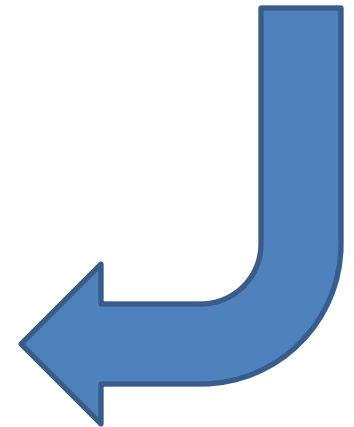
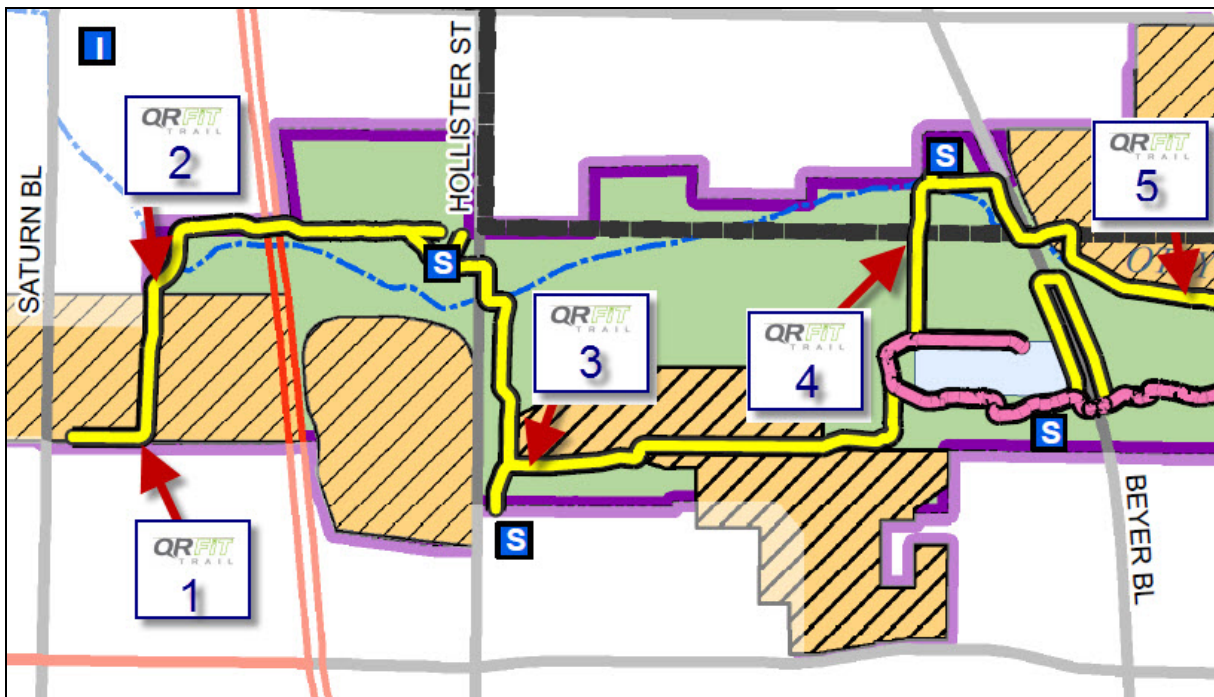


# Prince George's County Parks Prince George's County Prototypes

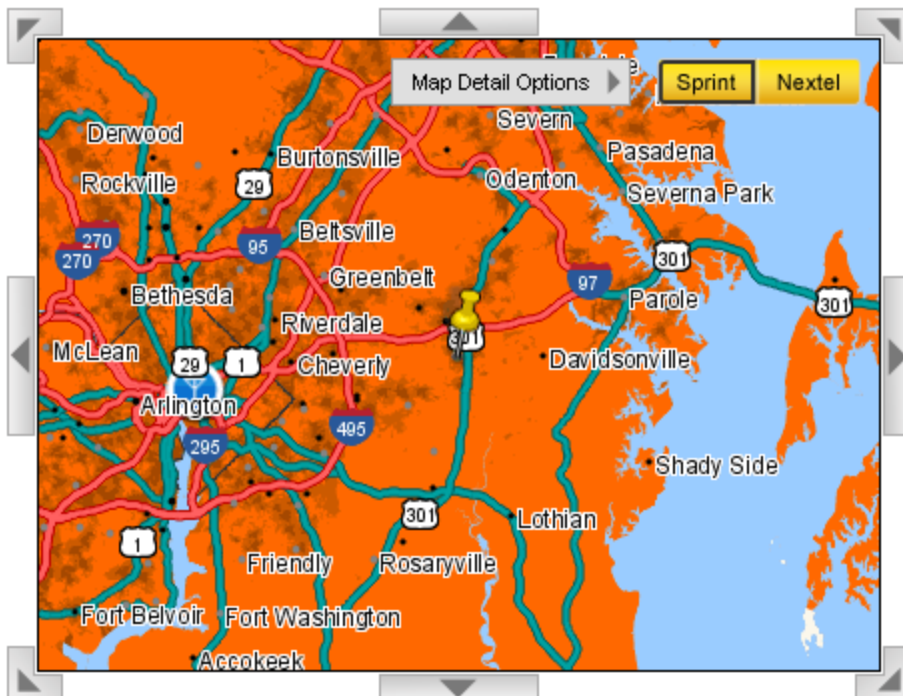
## Option 2

Looking to find out where you are?

Scan the code to the right to download a map and information about this trail.



# Prince George's County Parks Cell Phone Coverage



## Data Coverage Experience

4G Coverage - only available on [some devices](#)

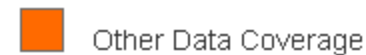


You will be able to use 4G data inside most buildings, in a car, and outside.



You will be able to use 4G data inside some buildings, in a car, and outside.

## Other Data

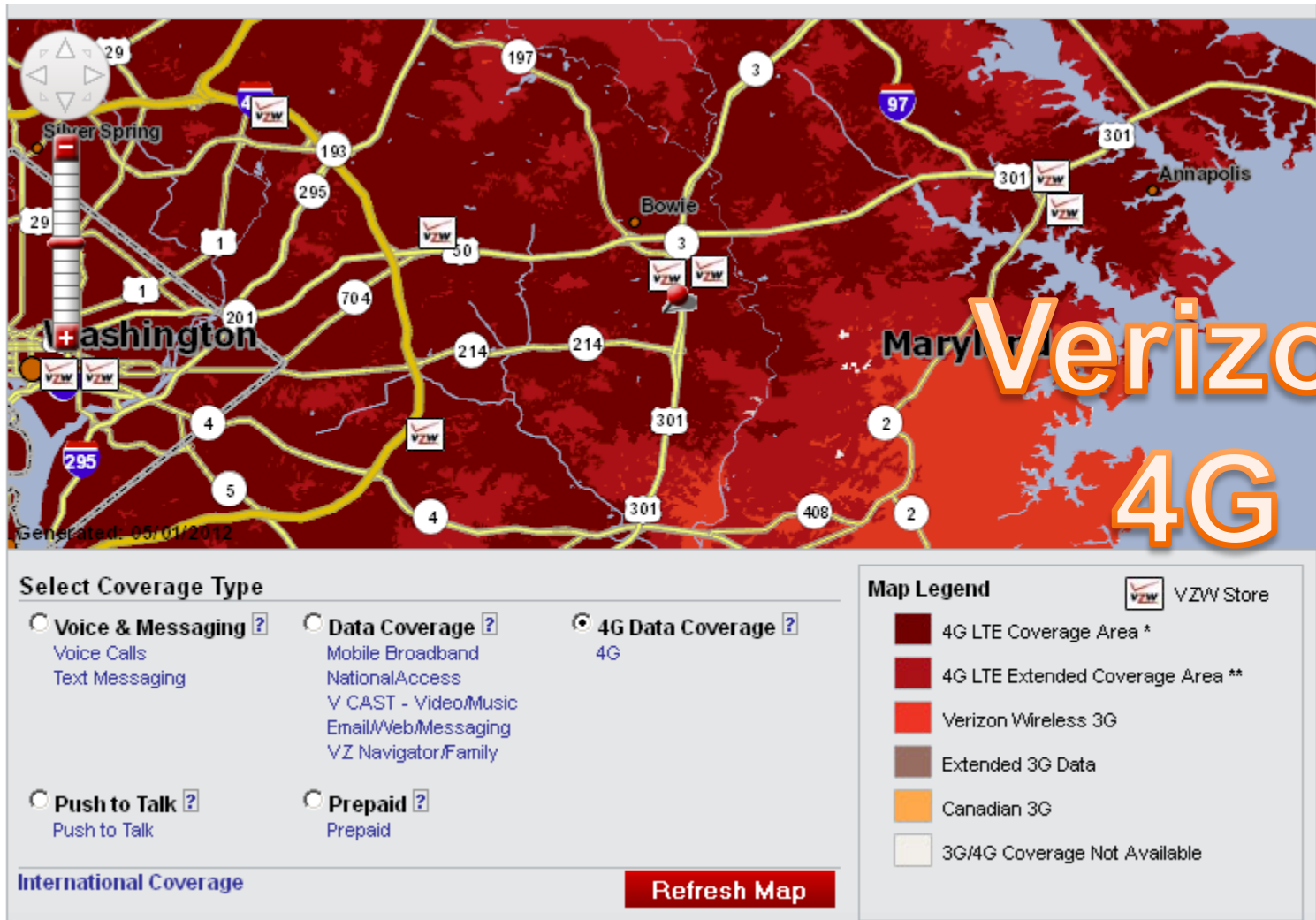


See the [3G and more tab](#) for more detailed coverage information.



# Sprint Nextel

# Prince George's County Parks Cell Phone Coverage



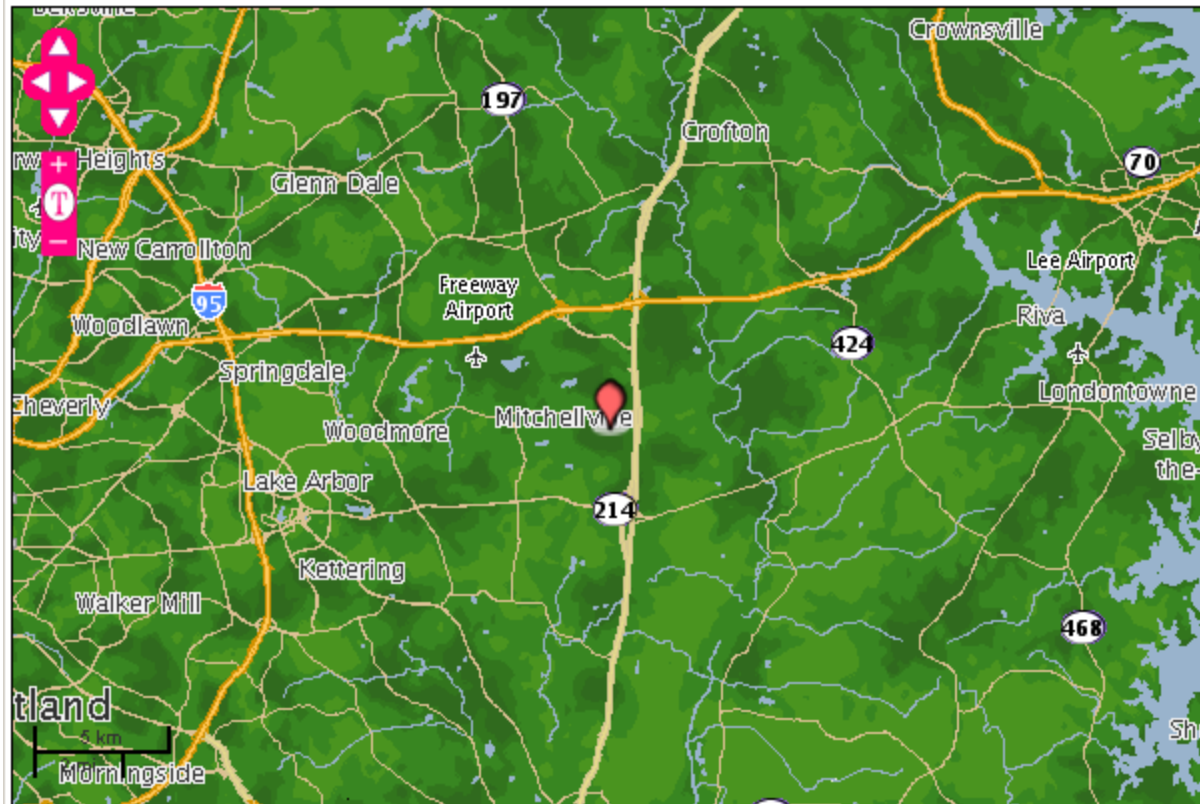
# Prince George's County Parks Cell Phone Coverage

## Signal Strength



Based on outdoor coverage - indoor and in-car coverage can vary.

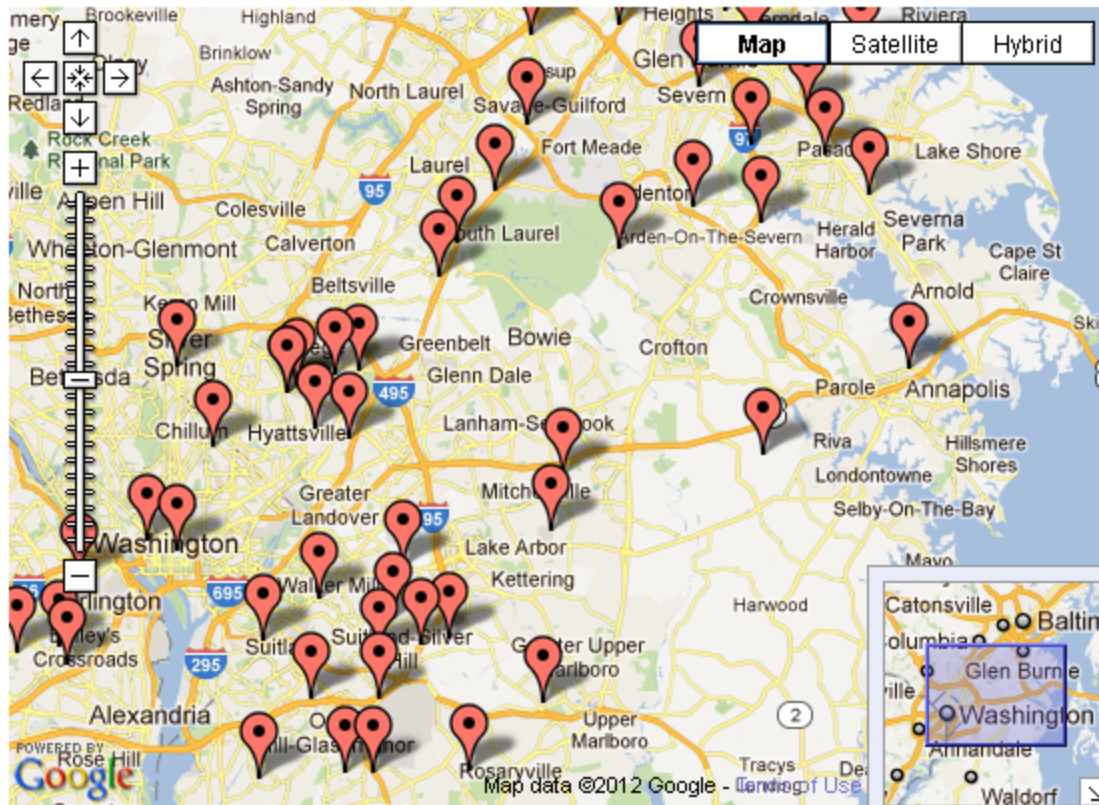
[Click here for detailed descriptions](#)



# T-Mobile Signal Strength

<http://www.cellreception.com/>

# Prince George's County Parks Cell Phone Coverage



Cell  
Phone  
Tower  
Locations

# Keys to Success in Prince George's County Parks

## Anacostia River Park Trail

A new one mile segment of the Anacostia River Trail is now open for all bicyclists, joggers, and hikers. The new trail segment starts at the Bladensburg Waterfront Park near the boat storage yard, located at 4601 Annapolis Road, Bladensburg, Maryland, and goes south along the Anacostia River to a natural area featuring a recently created 20 acre wetland. The new trail segment features a bridge over Quincy Run and 700 feet of boardwalk through a forested wetland. The new trail and created wetlands are part of a larger restoration effort of the Anacostia River, which aims to connect people back to the river along its entire length. The trail and wetlands were funded by the State of Maryland. The Anacostia River Trail is part of the Anacostia Tributary Trail System comprised of 27 miles of trails for hikers, bikers and equestrians on parkland owned by the Maryland-National Capital Park and Planning Commission (M-NCPPC) in Prince George's and Montgomery Counties.



Source: [http://www.pgparks.com/About-Parks-and-Recreation/New\\_Projects/Project\\_Updates.htm](http://www.pgparks.com/About-Parks-and-Recreation/New_Projects/Project_Updates.htm)



# Keys to Success in Prince George's County Parks

## Fairwood Community Park

The Fairwood community, located near the intersection of MD 450 and MD 193, is set on a tract of land with a distinguished history. From the birthplace and childhood home of Oden Bowie (34th Governor of Maryland from 1869-1872) to the cradle of the Maryland thoroughbred horse racing industry, this



area is steeped in tradition. The completed 30-acre Fairwood Community Park will reflect the formality of the magnificent estate homes that once occupied this site, but with a punch of fun to attract residents of all ages and interests. Incorporated in the design are a double allee of trees along Gathering and Dining Plazas, a history walk with interpretative elements, turf fields for organized play, an amphitheater with a performance stage, and a play area that features new and innovative play elements that will entertain all age groups. Construction at the Fairwood Community Park began in 2011, and completion of the park amenities is scheduled for 2012.



Source: [http://www.pgparcs.com/About-Parks-and-Recreation/New\\_Projects/Project\\_Updates.htm](http://www.pgparcs.com/About-Parks-and-Recreation/New_Projects/Project_Updates.htm)





# Keys to Success in Prince George's County Parks

## Southern Regional Tech/Rec Complex

Construction is progressing on the new Southern Regional Tech/Rec Complex. The 37,000-square foot facility will contain two high school size gymnasiums with an elevated track, a fitness center, an aerobics area, a computer room, an environmental science learning room, a media room, a multipurpose room, meeting rooms, and an internet café. The building will combine athletic programs with technology programs in one facility.



Source: [http://www.pgparcs.com/About-Parks-and-Recreation/New\\_Projects/Project\\_Updates.htm](http://www.pgparcs.com/About-Parks-and-Recreation/New_Projects/Project_Updates.htm)



# Prince George's County Parks Where could QR F.I.T. Trail go?



**FitLive**  
NUTRITION • FITNESS  
CITY OF NORTH LITTLE ROCK

**FITNESS ON YOUR PHONE**  
You will need a QR Code Reader to access trail exercises.  
Using your phone, visit your cell phone's application market / world or qrfittrail.com to download a FREE QR Reader.  
\*Standard cell phone data usage rates apply.

**Welcome**  
Welcome to the QR F.I.T. Trail exercise system! Along the trail, use your SmartPhone's camera to scan our unique QR Codes. Each code downloads a FREE\*, one-minute exercise video including your own personal trainer motivating you through each exercise's pacing, modification and technique. Station signs contain four videos:  
Upper Body, Lower Body, Core Body, and Flexibility  
Scan one of the codes below to get started with a warm-up exercise!  
There is no membership fee required, just FREE "Fitness on Your Phone!"  
\*Standard cell phone data usage rates apply.

For Blackberry or Android:  For Apple Products: 

**Can't view videos on your phone?**  
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Technology provided by:  
**QR FIT TRAIL** Follow us on **Twitter** for trail & exercise updates.  
Find out more about us at: [www.qrfittrail.com](http://www.qrfittrail.com)

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**QR FIT TRAIL**  
**FitBoard**  
FITNESS ON YOUR PHONE

**NEW ITEM**



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Find out more about us at: [www.qrfittrail.com](http://www.qrfittrail.com)

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# Prince George's County Parks

## Where could QR F.I.T. Trail go?

### Schools



# Prince George's County Parks

## Where could QR F.I.T. Trail go?



# Questions?

