

12 March 2009

By: Georgiana Bobolicu, Gadgets Editor



Buss shelter in Amsterdam fitted with weight scale
The Design Blog

Bus Shelters in Amsterdam Point Out Fat People

Weight meters installed in bus shelters tell you your weight

People are more focused on the way they look nowadays, as looks can influence every aspect of our lives. Even if it may sound superficial, this is the way things go and our jobs and relationships are strongly influenced by our look. This is mostly due to advertising that has forced a rather unrealistic ideal on us, and many now reject people that don't look like models in commercials.

This situation, however, is beneficial for one segment of the market, namely the producers of fitness equipment and gyms. Training devices that help us stay fit have invaded the market in the recent few years, getting more sophisticated with each release, but there are also adjacent gadgets whose purpose is to make people aware of the fact that they have to comply with the physical idea required by today's society. And we must admit that they are not all bad, as despite their motivation, they also help us realize that we have to take better care of ourselves and watch our diet and exercise regime to be healthy. One of the latest and probably oddest devices of this type can be seen in the capital of Netherlands, Amsterdam. This is just as innovative as weird. To be more precise, some bus shelters in Amsterdam have been fitted with weight meters that show people waiting for the public transportation what their weight is and whether they should start losing some extra flab. The program took off at the initiative of the Netherlands-based health club operator Fitness First. How does it work? Well, the principle is very simple. While the person sits on the near bench, the machine tells the person's actual weight. On the back of the bench, there is a chart that shows if the person weighs more than they should. It's as simple as that. So, if you're planning on taking a trip to Amsterdam, be careful on what bench you sit when waiting for the bus. That is if you have any weight-related issues;

We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .;