# AI-powered fitness machine amp aims to revolutionise strength training



At the Consumer Electronics Show (CES) 2025, a new AI-powered fitness machine named amp has garnered significant attention, marking a possible transformative shift in the realm of strength training. Expected to officially launch in January 2025, amp seeks to bring the benefits of artificial intelligence to an area that has largely evaded technological enhancement.

Traditionally, the fitness market has seen an influx of gadgets designed to improve workout regimes, encompassing smartwatches, running trackers, and fitness applications. While these devices have elevated activities like running, cycling, and even indoor spin classes through platforms such as Strava and Peloton, strength training has remained relatively untouched by similar innovations. Despite efforts such as Technogym's AI-enabled dumbbells, advancements in strength training technology have been few and far between.

The amp machine, however, aims to change that narrative. This innovative device combines the classic structure of a cable machine with modern technology, presenting a sleek, adjustable design equipped with a camera and a companion application. These features enable users to select from various electronic resistance modes - from a static setting to a dynamic 'band' mode that mimics the function of resistance bands. The resistance levels are easily adjustable via a simple dial, enhancing user experience and engagement.

The amp equipment includes gamified elements, such as challenges and leaderboards, which could resonate well with the dedicated Peloton community. Moreover, the programming and workouts associated with amp are curated in collaboration with fitness influencers like YouTube star Chris Heria. The press release for the product highlights an AI system that adapts workouts in real-time, providing ongoing support and challenge to users throughout their fitness journey.

Amp's market potential is underscored by endorsements from prominent figures including bodybuilders and actor Terry Crews, whose support may help in gaining traction in an increasingly competitive landscape. The device's aesthetic appeal, reminiscent of other successful connected fitness innovations like Hydrow, may play a vital role in its acceptance among consumers.

Although some scepticism exists regarding the impact of AI on strength training, the excitement surrounding amp suggests it could become a milestone product within the industry, reminiscent of Peloton's success story. Priced at $1,795 in the United States (approximately £1,450 or AU$2,900), it positions itself as a premium yet potentially more accessible alternative to existing connected fitness solutions. Pre-orders are currently being accepted, with the device set to be released in the US in early January.

The Tech Radar report reflects an intriguing development in fitness technology, suggesting that amp could initiate a new trend in how consumers approach strength training in their personal fitness journeys. As it prepares for its market introduction, the response from potential users and the wider fitness community will be pivotal in determining its success.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.techradar.com/health-fitness/this-ai-powered-strength-machine-could-be-peloton-for-gym-rats-and-it-looks-incredible> - Explains how amp combines a classic cable machine with modern technology, including a camera and a companion app, and its various electronic resistance modes.
3. <https://www.techradar.com/health-fitness/this-ai-powered-strength-machine-could-be-peloton-for-gym-rats-and-it-looks-incredible> - Mentions the gamified elements, such as challenges and leaderboards, and the involvement of fitness influencers like Chris Heria in the programming and workouts.
4. <https://www.techradar.com/health-fitness/this-ai-powered-strength-machine-could-be-peloton-for-gym-rats-and-it-looks-incredible> - Highlights the AI system that adapts workouts in real-time and the endorsements from prominent figures like Terry Crews.
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