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**Isaac M. O'Bannon** • Mar. 21, 2013

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It seems like everything is going to the cloud, now you can build some muscle there, too.

From the big online retailers to brick and mortar local stores that offer their own online experiences and provide their customers with wireless access ... to professional accounting firms offering online access and collaboration to their clients.

The explosive growth of smartphones other internet-enabled devices over the past

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Bally Total Fitness has taken a proactive approach and will be offering free web and mobile workout training solutions to all of its members.

With ever-increasing options for workout enthusiasts to access online training and workout content, it is vital for gyms and their trainers to stay connected with members wherever they are, as well as provide tools to help enhance and improve their workout experience.

The national chain of fitness centers has partnered with [PumpOne](#), a pioneer in online and mobile fitness solutions, to provide all Bally members free access to PumpOne's FitnessBuilder app, which includes more than 800 challenging workouts and more than 6,000 exercise images and instructional videos accessible on the web and mobile devices. Members can follow plans and track workouts.

"Early on we recognized how the web and mobile usage was changing the fitness industry. Since 2005 we have been focused on building first class fitness applications that are really focused on making workout training, fun, trackable and more accessible," said Craig Schlossberg, co-founder of PumpOne.

The FitnessBuilder app is also available to non-Bally members using iOS, Android and the web for a monthly fee of \$9.99/month and \$59.99/year. The program has an early April 2013 planned rollout.

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