



Personal Trainer on iTunes

TECHNOLOGY Tags: [iphone](#), [iPod Touch](#), [iPump](#), [workout](#)

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iPump **FitnessBuilder**, containing 400 complete workouts and 4,000 [exercise](#) images and videos, is now available through iTunes.

It's the largest library of exercise images and videos and can be used on an iPhone or [iPod touch](#). There's a "next workout" function that allows a logical progression of workouts, contributing to a consistent plan.

"*FitnessBuilder* creates the atmosphere of having a personal trainer in your pocket," says Craig Schlossberg, co-founder of *PumpOne*. "Its unique selection features allows users to choose exercises based on fitness goal, body part, and equipment available – taking the guesswork out of working out."

Users can choose from workouts aimed at different fitness levels and interests. There's also a customizable option to make your own workout. After each exercise is completed, the user has the opportunity to enter weight, reps and sets to track their progress into a workout log.