

HOW TECHNOLOGY IS CHANGING YOGA

Did you know...



in 2016, **36.7 million Americans** practiced yoga? That's a **50% increase** since 2012!



Of those, **81% of yogis** have practiced yoga outside of a studio in the last 12 months.

THANKS TO TECHNOLOGY, YOGA HAS BECOME MORE ACCESSIBLE TO MILLIONS.

HERE'S HOW!

YOGA APPS

THE BEST WAY TO JUMP IN FOR BEGINNERS? DOWNLOAD AN APP.

Pocket Yoga



A yoga instructor wherever you go! Routines, pose alignments, and more.

Daily Yoga Quotes



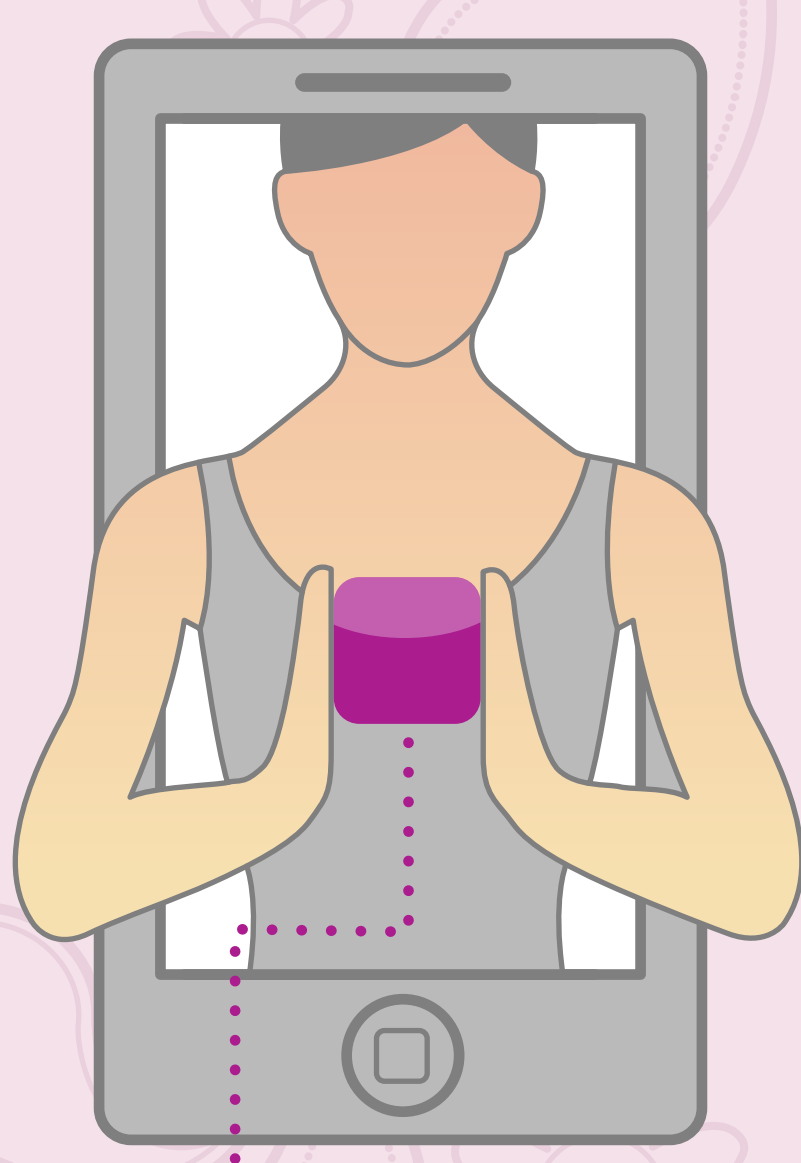
Mindfulness quotes of the day



Yoga Studio



65 ready-made yoga classes, with ability to customize



YOGA ON YOUTUBE

There's a whole community of yogis out there!



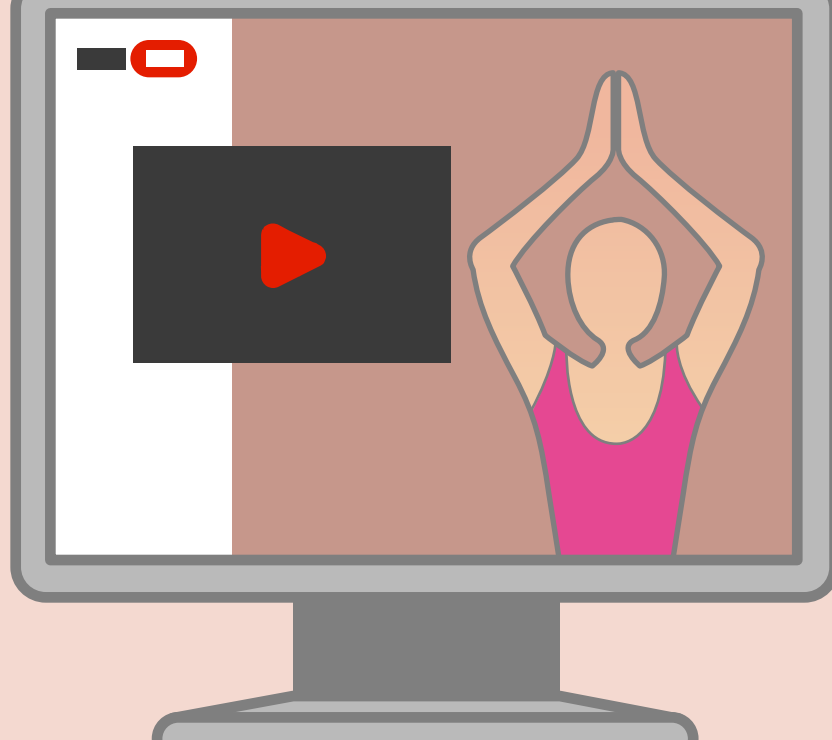
IN 2014, VIEWERS ON YOUTUBE WATCHED **5,500-YEARS WORTH OF YOGA VIDEOS.**

BEST YOUTUBE YOGIS



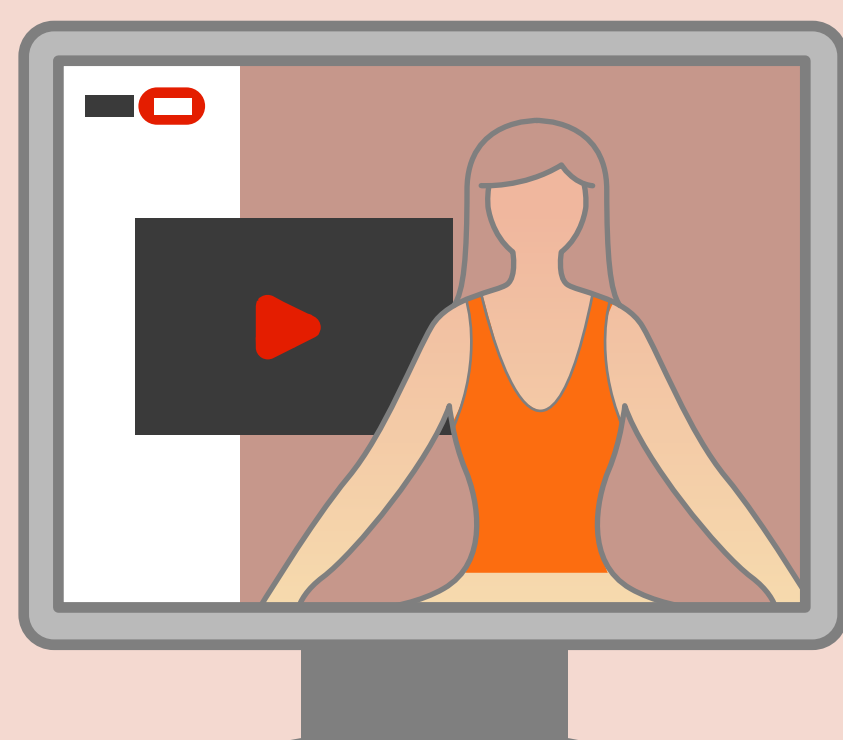
STRALA AT HOME

www.youtube.com/channel/UCa5OCJkZgtblkaB1sA86XVA



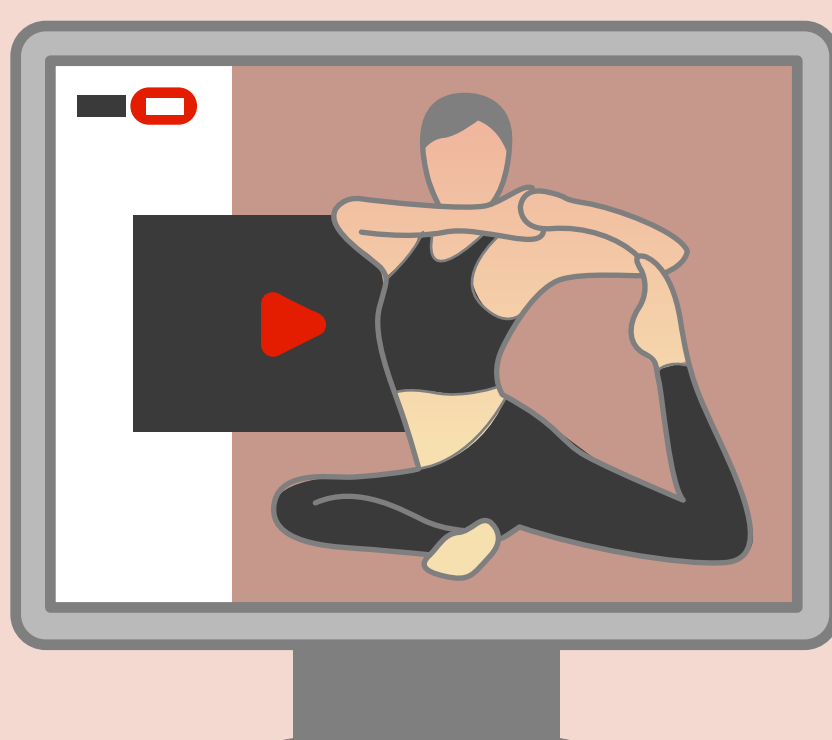
YOGA JOURNAL

www.youtube.com/user/YogaJournal



PSYCHE TRUTH

www.youtube.com/user/psychetruth



YOGA WITH ADRIENNE

www.youtube.com/user/yogawithadriene

YOGA TECH EQUIPMENT

You don't need a studio to get attention on your form.



SMARTMAT

A yoga mat with built in motion-sensor to give you feedback on your alignment

YOGA PAWS

Mini yoga mats for your hands and feet!



YOGI TIGHTS FROM WEARABLE EXPERIMENTS

Get a tingle when you need to correct your position



There are so many ways to use technology to improve your yoga practice!

It's easier than ever to commit to 20 minutes a day to yoga. So why don't you?

SOURCES:

- <http://www.startupcity.com/startups-talk/yogatech-technology-is-making-yoga-more-accessible-nid-3940.html>
- <https://www.yogajournal.com/practice-section/6-best-apps-for-yoga-and-meditation>
- <http://abcnews.go.com/Health/people-turning-youtube-videos-fitness-classes/story?id=29561651>
- http://www.huffingtonpost.com/kayla-matthews/9-great-yoga-youtube-channels_b_6737360.html
- <https://www.doyouyoga.com/smartmat-combines-your-love-of-yoga-and-technology-51994/>
- <http://www.bbc.com/news/business-38385039>



YOGA CLUB