

Reward your workout with new Puls'ation app

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Presently the app is only compatible with the iPhone and Apple Watch.

Custom software development firm DataArt has introduced a new app, Puls'ation, that allows users to exchange calories burnt during exercise for tangible rewards.

The app has been designed for the iPhone and [Apple Watch](#), and will allow users to track calories burnt and get the data exchanged for voucher points, gym discounts, charity donations, and sports shoes.

The app won the organize.me (API sponsor) special prize at Burda Hackday: Future of Finance event held in Munich earlier this month.

Previously, the company created 'Doo'nation' app that allows users to track the money trail of donations made, which helps them see where their money is actually going.

DataArt created the 'Doo'nation' app in two days and won Deutsche Bank's special prize at the Bankathon 2015 in Frankfurt.

The company is planning to integrate Puls'ation with Doo'nation and expand the scope of the app to other brands and related health companies.

DataArt Capital markets senior vice president Alexander Makeyev said: "These apps bring mobile banking closer to people's lives.

"Currently, retail financial and insurance companies know very little about their clients and are exposed and threatened by the greater engagement and customer insight held by the Googles and [Apples](#) of the world.

"Many retail financial companies are trying to turn the table by building their own innovation centres and supporting bankathons, looking into new ways to get a connection to their client base through wearable apps.

"Puls'ation and Doo'nation are examples of how financial companies can bridge the gap and become closer to their customers."

Original article — <http://www.cbronline.com/news/mobility/apps/reward-your-workout-with-new-pulsation-app-4607005>