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(54) Title: AN ELECTRONIC PUNCHING BAG APPARATUS

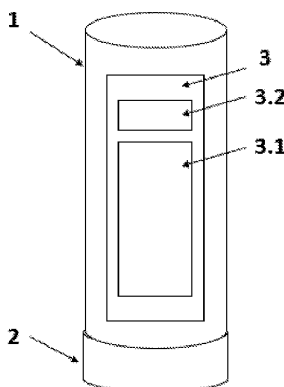


Figure 1

(57) Abstract: It is disclosed an electronic punching bag apparatus comprising a punching bag (1), an anchoring unit (2) adapted to fix the apparatus to at least one surface and an impact measurement unit (3). Said unit (3) is provided with a processor module (3.2) which is operable to process data collected by at least a sensory module (3.1) in order to determine the location and magnitude of an impact produced by a user's strike on the bag's body (1). Thus, the apparatus disclosed in the present application provides enhanced tracking of training performance and increased engagement of the intelligence of the user as the training is undertaken.

[Continued on next page]

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