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Free Walking
Apps That Turn Steps Into Fitness Goals

Amazon Vs. Walmart
Which One is Winning the Heart of Shoppers

Keanu Reeves:
Beyond the Legendary **Hollywood** Movie Star

g.tec medical engineering GmbH
Founder & CEO

Christoph Guger

Most TRAILBLAZING NEUROTECH REDEFINING ★★★★★ the Field of BCI in 2025

REVOLUTIONIZING HEALTHCARE WITH THOUGHT-CONTROLLED TECHNOLOGY

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This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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FROM THE EDITOR

Revolutionizing Neurorehabilitation with Trailblazing BCI !

In 2025, as countless individuals grapple with neurological conditions that steal their ability to move, speak, and connect, the urgent need for advanced brain-computer interface (BCI) technology is more apparent than ever. Leading this transformative charge is **Christoph Guger, Founder & CEO of g.tec medical engineering GmbH,** recognized by Visioary CIOs as one of the "Most Trailblazing Neurotech Redefining the Field of BCI."

Guger's journey began with a profound fascination for the human brain's untapped potential. In 1999, he founded g.tec with the mission to extract meaningful information from brain signals and translate it into real-world applications that improve lives. Under his visionary leadership, g.tec has become a global leader, developing complete, medically certified BCI systems that are trusted by experts in over 140 countries.

A key innovation under Guger's direction is recoveriX, the world's first medically approved BCI-based neurorehabilitation system. This groundbreaking solution has already facilitated over 40,000 therapy sessions across 30+ countries, empowering thousands of stroke, MS, and Parkinson's patients to regain movement, even decades after diagnosis. Beyond rehabilitation, g.tec's cutting-edge systems like the 1024-channel g.Pangolin EEG and the portable Unicorn BCI Core-8, coupled with integrated AI and machine learning, are enhancing real-time brain signal decoding for diverse applications in healthcare, research, and education.

Christoph Guger's work is far more than technological advancement; it's a lifeline, bringing hope, empowerment, and reconnection to those who need it most, truly redefining the future of neurotechnology.



Lynn H.

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IT'S GOTTA BE ROCK AND ROLL TO FILL THE

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CHRISTOPH GUGER

Founder & CEO
g.tec medical engineering GmbH

Revolutionizing Healthcare with Thought-Controlled Technology

What if your body stopped responding to your mind—your thoughts clear, but your ability to speak, move, or connect with others completely gone? For countless individuals suffering from strokes, multiple sclerosis, Parkinson's, or severe brain injuries, this is not just a fear—it's a lived experience. Without access to advanced neurotechnology, recovery can be painfully slow, severely limited, or altogether impossible, often leading to isolation, frustration, and a diminished quality of life. This is where the urgent need for brain-computer interface (BCI) technology becomes apparent. And stepping up to meet this need are today's trailblazing neurotech leaders, who are pushing the boundaries of science and changing lives in the process. By transforming brain signals into real-time actions, enabling recovery even years after diagnosis, and opening new possibilities in healthcare, education, and communication, these innovators are redefining the future. Their work is more than technological advancement—it's a lifeline for those who need it most, bringing hope, empowerment, and connection back into the lives of thousands across the globe.





Cover Story

One such visionary leading this transformation is **Christoph Guger, Founder & CEO of g.tec medical engineering GmbH.** With a passion for unlocking the brain's potential, Christoph founded g.tec in 1999. He developed its first BCI system, setting a strong foundation for a company built on innovation, precision, and purpose. Today, he oversees every aspect of the business—from research and product development to global expansion and ethical standards—ensuring that each solution is designed to meet real-world needs. Under his leadership, g.tec has introduced cutting-edge systems like the ***1024-channel g.Pangolin EEG and the portable Unicorn BCI Core-8, and launched recoveriX, the world's first medically approved BCI-based neurorehabilitation system.*** This groundbreaking solution has helped thousands of stroke, MS, and Parkinson's patients regain movement, even decades after diagnosis, with over ***40,000 therapy sessions delivered across 30+ countries.*** Christoph has also integrated AI and machine learning into g.tec's platforms, enhancing real-time brain signal decoding and therapy outcomes. With a ***presence in 140+ countries with 3,000+ citations,*** g.tec partners globally to turn brain signals into tools for recovery, communication, and hope.

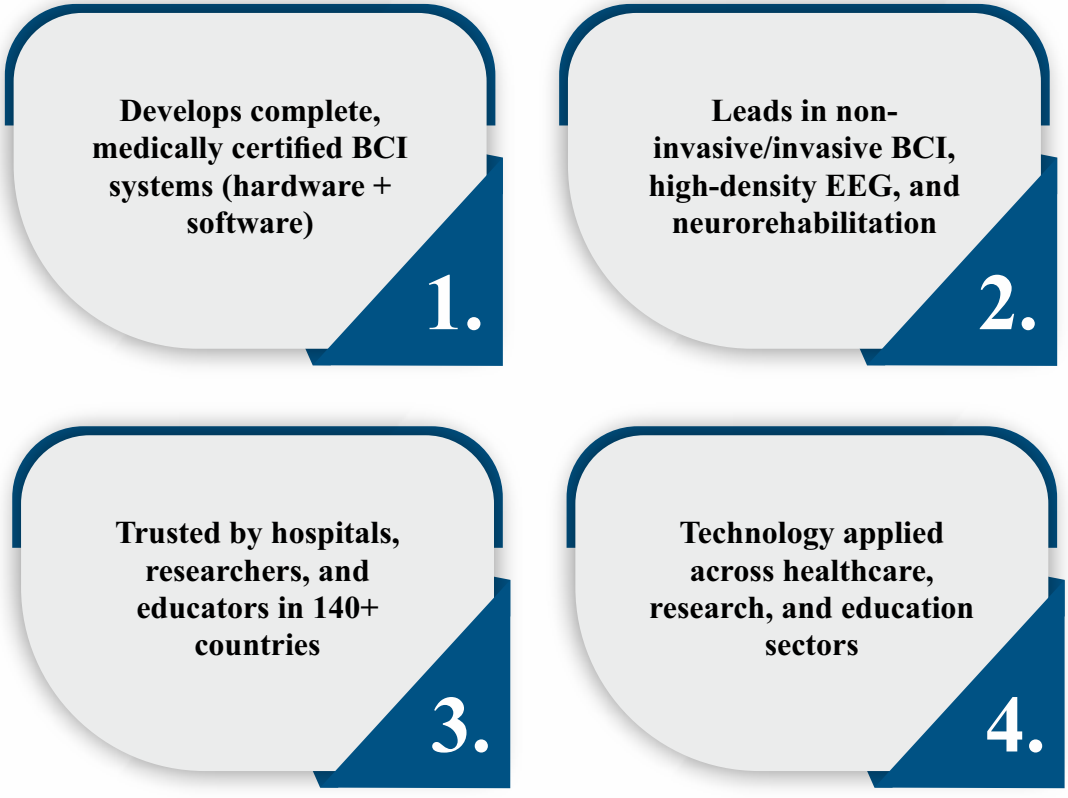


A Passion Ignited

Christoph discovered his passion for building something impactful early in life, influenced by his entrepreneurial upbringing. When it came time to choose his path, he weighed two options—developing wind power plants or diving into the world of BCIs. He chose BCIs, captivated by the complexity and mystery of the human brain. The idea of unlocking its potential was technically fascinating and held deep ethical value. In 1999, this vision led him to found g.tec with a mission to extract meaningful information from the brain and use it to improve lives.

Trusted by Experts Across 140+ Countries

With the growing need for advanced neurotechnology, g.tec has emerged as one of the most trailblazing companies in the BCI space by delivering impactful, certified solutions used worldwide:



As part of this innovation, g.tec introduced the 1024-channel g.Pangolin EEG system, which significantly improves the spatial resolution of non-invasive EEG. They also developed the Unicorn BCI Core-8, an ultra-lightweight and mobile 8-channel system designed for real-time use with either dry or gel electrodes.

40,000 Treatments Delivered

Healthcare continues to be the main area of g.tec's focus, particularly in neurorehabilitation, neurosurgery, and assessing levels of consciousness. A standout example is the recoveriX system, which is now used in more than 30 countries and has supported over 40,000 treatments at the company's center. In addition to healthcare, the company is also making an impact in education, art, gaming, and neuromarketing. Recently, their BCI technology was even used to collect brain data from animals like dogs and horses, paving the way for new opportunities in cross-species research.

User-Centric Approach to Neurotech Development

g.tec's team stays ahead of the curve by remaining agile, curious, and closely connected to the needs of its users. This user-focused approach drives the constant exploration of new ideas, the development of fresh applications, and the rigorous testing of each innovation to meet scientific and practical standards. Machine learning plays a vital role in decoding brain signals in real time, enabling smooth and responsive BCI interactions. At the same time, artificial intelligence helps analyze large volumes of clinical and neuroscience data, particularly in optimizing recoveriX therapy. This combination of AI and BCI improves the precision and effectiveness of treatments and makes them more personalized and adaptive—bringing smarter, data-driven solutions to patients worldwide.



Committed to International Health Standards
g.tec is deeply committed to safety, ethics, and global accessibility in all aspects of its neurotechnology.

This commitment is reflected in the following key practices:

Global Medical Compliance: Products are FDA-cleared, MDR-certified in Europe, and registered in countries like Australia and Canada.

Inclusive Design: Systems are made accessible for vulnerable users, including locked-in patients.

Ethical Oversight: All protocols are reviewed and approved by ethical boards to ensure responsible use.

Data Transparency: Brain data is handled with strict transparency and care to protect user privacy and trust.

3,000+ Peer-Reviewed Papers

Over the years, g.tec has achieved remarkable growth—not just in terms of technological innovation, but also in its global reach, scientific impact, and community engagement. Its steady expansion reflects a clear commitment to advancing neurotechnology while connecting with researchers, clinicians, and innovators worldwide.

Some key highlights include

- 6+ international offices, a presence in 100+ countries, and a strong global distribution network.
- 3,000+ peer-reviewed publications showcase the scientific credibility of its technology.
- A massive educational footprint with 550,000+ viewers and 90,816 attendees at the 2025 BCI Spring School from 140 countries.
- A vibrant innovation community, with 727 participants from 80 countries joining the BR41N.IO Hackathon.

These milestones reflect a company leading in BCI technology and building a global movement around it.



Perfect BCI Classification

Christoph shares that the recoveriX system has shown impressive clinical outcomes, helping stroke patients regain hand and foot mobility, even 10 to 20 years after their stroke. He also highlights the mindBEAGLE system, which has been able to detect cognitive function in patients previously thought to be unresponsive. One of the most notable breakthroughs came in the early 2000s, when the team achieved perfect BCI classification accuracy using the common spatial patterns algorithm—an achievement that set a strong foundation for future innovations.

International Partnerships in BCI Innovation

g.tec's team is actively collaborating with international hospitals and universities on invasive and non-invasive BCI applications. They have also partnered with franchises to expand recoveriX therapy centers around the world. In addition, their collaborations with respected institutions and speakers from Nature, MIT, and Meta at the BCI Spring School highlight the broad reach and high level of their partnerships.

In addition to these partnerships, g.tec welcomes opportunities for collaboration through joint research projects, technology licensing, and support for startups using its APIs and hardware. The company also assists with regulatory approvals, provides access to EEG and ECoG data, hosts hackathons, and offers various training programs for those interested in exploring or advancing in the field.



A Vision of BCI as Everyday Technology

Christoph envisions a future where BCI technology becomes as common as smartphones. He believes BCI will revolutionize healthcare by transforming rehabilitation, surgery, and communication, particularly for people with severe disabilities. In education, it will personalize learning experiences, while in entertainment and gaming, it will enable deeply immersive and interactive environments. At the core of this transformation, Christoph sees g.tec playing a leading role, driving innovation and turning these possibilities into everyday realities.

Adapting to Diverse Payment and Tech Standards

One of the main challenges g.tec faced while expanding globally was dealing with different rules, payment systems, and technical standards in each country. To manage this, the team set up local offices and provided training programs around the world. Another challenge was spreading awareness, as many people still don't fully understand how powerful and helpful BCI technology can be today.







Practical Advice for Aspiring Neurotech Entrepreneurs

Christoph ***advises entrepreneurs in neurotech not to start from scratch but to use trusted, medically approved tools that are already working well to move forward faster.*** He believes using systems that already work well—like those created at g.tec—can save time and effort. He also suggests joining the BCI & Neurotechnology Spring School to learn the basics, meet leading researchers, and find helpful mentors who can support and guide their journey.


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KEANU
BEYOND THE LEGENDARY



Imagine a Hollywood star who defies the typical narrative: no scandals, no egos - just a man with a heart as big as his action-packed filmography. Known for his power-packed roles in 'The Matrix' and 'John Wick Franchise', Keanu Reeves has made a special place in our hearts. Known for his acting, singing, and philanthropic activities, he is described as one of the most humble and down-to-earth actors in Hollywood. In this article, we will learn more about Keanu, his life, achievements and struggles, and some interesting facts about him.

REEVES

HOLLYWOOD MOVIE STAR

EARLY LIFE OF KEANU REEVES



Keanu Charles Reeves was born on September 2, 1964, in Beirut, Lebanon, and grew up in Toronto, Canada. He is a well-known Canadian actor and musician and was named the fourth-greatest actor of the 21st century by The New York Times in 2020. In 2022, Time magazine included him in its list of the 100 most influential people in the world.

He started acting in a Canadian TV show called Hangin' In in 1984, and made his first movie appearance in Youngblood in 1986. Keanu gained recognition after starring in the comedy Bill & Ted's Excellent Adventure in 1989 and its sequel, Bill & Ted's Bogus Journey, in 1991. His parents are Patricia, a costume designer, and Samuel Nowlin Reeves Jr. His mother is English, while his father has a mix of Hawaiian, Chinese, English, and Portuguese heritage. After his parents' divorce in 1966, his mother moved the family around, first to Sydney, then to New York City, and finally to Toronto.

Keanu experienced a lot of changes growing up. He acted in a theater production of Damn Yankees when he was nine, and his stepfather, Paul Aaron, a director, helped him with advice and job opportunities. His mother married again, but they divorced, and he grew up mostly in a neighborhood in Toronto called Yorkville.

Keanu attended four different high schools and was expelled from one for being too rebellious. He has dyslexia, which makes reading difficult for him, leading to struggles in school. However, he was a talented ice hockey goalkeeper and dreamed of playing for the Canadian Olympic team until an injury ended his hockey career. He finished his education at a school that allowed him to work as an actor and dropped out of high school at 17. He later moved to Los Angeles with the help of his American stepfather but holds only Canadian citizenship.

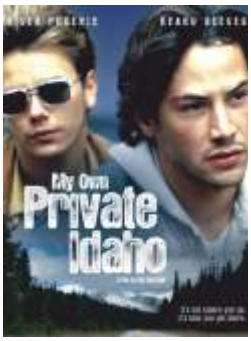


TOP MOVIES THAT DEFINED HIS CAREER



Bill & Ted's Excellent Adventure (1989)

Keanu played Ted in this movie, alongside Alex Winter who played Bill. They both portray funny, clumsy high school students who travel through time to help them pass their exams. Bill & Ted's Excellent Adventure became very popular and quickly gained a cult following, helping Reeves become a well-known actor. Even in his more serious roles, he brings a bit of the humor he had as Ted.



My Own Private Idaho (1991)

The film is inspired by Shakespeare's plays Henry IV Parts One and Two and Henry V. Directed by Gus Van Sant, it uses a unique storytelling style that feels a bit random, which helps show the loneliness of the two main characters. While many consider this movie to be River Phoenix's best performance, Keanu played an important role, and choosing to be in this film was a key moment in his career.



Point Break (1991)

Point Break showcases one of the best friendships in action movies, featuring Keanu Reeves as Johnny and Patrick Swayze as Bodhi. Released in the same year as My Own Private Idaho, Point Break has very different themes and characters. Reeves plays an FBI agent who is trying to catch a group of bank robbers, but as the story unfolds, he starts to question what is right and wrong. Point Break has influenced many action films that came after it, especially The Fast and the Furious.



Speed (1994)

Keanu Reeves and Sandra Bullock went on to star in several films together, but Speed remains one of their most famous because it was a huge hit at the box office. The story is basically one long chase, and the movie uses creative ways to keep the audience excited right until the end. Today, Speed is still seen as one of the best action movies ever made and introduced him to a much larger audience. The fame he gained from this film helped him land more important roles that changed his career as an actor.



The Matrix (1999)

More than twenty years after it first came out, it's clear that there would be no 'The Matrix' without Keanu Reeves, and the same goes for Keanu. The film and the actor have shaped each other's legacies, making them inseparable. While it can be challenging for an actor to be closely linked to one iconic role, Reeves has still managed to grow and develop his career, even though many people know him mostly as Neo. In The Matrix, his ability to portray Neo as a strong and interesting character was just as important as the exciting fight scenes and the detailed world created in the film.



Constantine (2005)

Before the superhero genre became extremely popular, Keanu Reeves played the misunderstood antihero John Constantine in the movie Constantine, which is based on the DC Hellblazer comics. The film explores themes of religion and the struggle between heaven and hell, and it was Reeves' first major project after the original three Matrix films. While it received mixed reviews from critics, like Point Break, it has grown in popularity over the years. This is largely due to his talent for balancing humor and drama. The movie features a strong cast alongside Keanu, including Tilda Swinton and Rachel Weisz.



The Lake House (2006)

Keanu played Ted in this movie, alongside Alex Winter who played Bill. They both portray funny, clumsy high school students who travel through time to help them pass their exams. Bill & Ted's Excellent Adventure became very popular and quickly gained a cult following, helping Reeves become a well-known actor. Even in his more serious roles, he brings a bit of the humor he had as Ted.



John Wick (2014)

After The Matrix and its sequels, the John Wick series has shaped the second half of Keanu Reeves' career and created some of the most enjoyable movies to watch. In the role of John Wick, Keanu performs many of his own stunts, which has helped him build on his work in The Matrix. The latest film, John Wick: Chapter 4, is the most exciting installment yet, but the original John Wick is what truly set the stage for Reeves' biggest contributions to film in the past ten years. Keanu is now almost as famous for John Wick as he is for The Matrix, and the influence of the John Wick films on the action genre is significant.

Awards and Recognitions Throughout the Years



Keanu has received numerous awards throughout his filmography career. Some of them are

YEAR	AWARDS AND CATEGORY
1991	MTV Movie Awards - Most Desirable Male
1994	Bravo Otto for Best Actor - Speed
2000	Blockbuster Entertainment Awards forFavourite Actor in Science Fiction - The Matrix
2008	Bambi Awards for Best International Actor
2016	CinemaCon Awards for Vanguard Award
2020	Golden Schmoes Awards for Favorite Celebrity of the Year
2024	Golden Tomato Awards for Golden Year Award - John Wick: Chapter 3 – Parabellum
2024	Inkpot Awards for Lifetime Contributions
2004	Saturn Awards - Lance Reddick Legacy Award
1991	Taurus World Stunt Awards for Action Movie Star of the Year - The Matrix Reloaded

Participation in Philanthropic Works

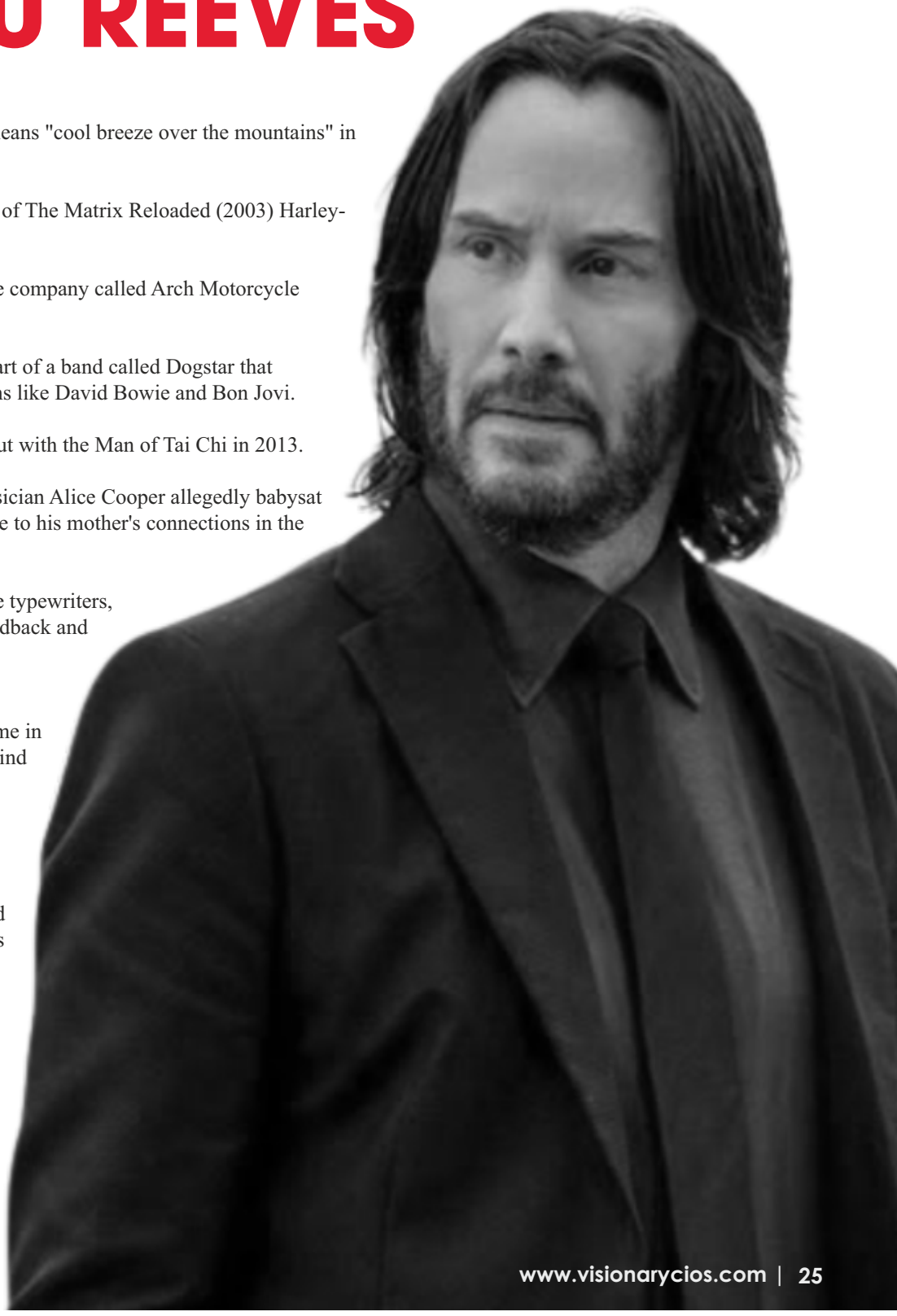
Known for his kindness and generosity, Keanu has made significant contributions to various causes over the years. He has donated money to various charities like Camp Rainbow Gold, The SickKids Foundation, and Harlem Children's Zone. One of the most amazing aspects of his humble lifestyle is his frequent use of public transportation. Since 2015, he has been spotted riding the subway in LA and offering up his seat for elders. This simple gesture is how he remains grounded despite the fame.

While working in the 2000 sports comedy ‘The Replacements’, he made headlines by reducing 90% of his salary to help the production team afford Gene Hackman in a supporting role. One notable act of kindness was giving a $20,000 Christmas bonus to the crew working on The Matrix Reloaded and The Matrix Revolutions. This was his way of thanking them for their hard work. Because of his kindness, Keanu has gained a reputation as one of the nicest celebrities in Hollywood. His co-stars and crew members often praise him for his generosity and thoughtfulness.

INTERESTING FACTS ABOUT
KEANU REEVES

- Keanu Reeves' first name means "cool breeze over the mountains" in Hawaiian.
- Keanu gifted the stunt crew of The Matrix Reloaded (2003) Harley-Davidson motorcycles
- He co-founded a motorcycle company called Arch Motorcycle Company in 2011.
- During the 1990s, he was part of a band called Dogstar that opened for notable musicians like David Bowie and Bon Jovi.
- He made his directorial debut with the Man of Tai Chi in 2013.
- He mentioned that rock musician Alice Cooper allegedly babysat him when he was a child due to his mother's connections in the music industry.
- He enjoys collecting vintage typewriters, appreciating their tactile feedback and sound when typing.

Keanu Reeves has made his name in the Hollywood because of his kind personality apart from the blockbusters that we all enjoy watching to this date. He is one of those few actors who had touched millions of hearts because of his giving nature and engaging with his fans. With his latest book 'The Book of Elsewhere', he is also made his name as an author and has several new projects under his belt in the coming years.



Free Walking Apps That Turn Steps Into Fitness Goals



Introduction:

Walking is one of the easiest ways to stay healthy and active. But sometimes, we all need a little extra motivation to keep going. That's where free walking apps come in. These apps help track your steps, set goals, and make every walk more fun and rewarding.

In this article, you will find some of the best free walking apps that can turn your daily walks into a fun habit while helping you stay fit without spending a single penny.



Google Fit



1. Map My Walk:

Track walks using GPS, steps, pace, calories burned, and elevation. Sync seamlessly with Garmin, Google Fit, and Fitbit. Join challenges, compete with friends, and unlock badges. Ideal for accountability and motivation.

Available on: Google Play & App Store - search “Map My Walk”

Usage Details: Start a walking session, monitor real-time stats, save history. Sync wearables for heart rate.

Benefits: Complete metrics, strong social/competitive features, personalized goal tracking.

2. Walking for Weight Loss:

Offers interval walking plans tailored for weight loss with 3 difficulty levels. Suited for both treadmill and outdoor use. Audio-guided workouts from certified coaches. Provides detailed tracking of steps, distance, and calories.

Available on: Google Play & App Store

Usage Details: Choose a plan (e.g., 3-month), follow audio cues for varied pace. GPS maps outdoor routes.

Benefits: Structured workouts, easy-to-follow audio guidance, proven results for fat burning.





3. AllTrails:

Designed for hikers and walkers, offers over 100,000 trails worldwide. Includes user photos, elevation profiles, and offline maps. Community reviews help pick the right path. Syncs route details and fitness stats.

Available on: Google Play & App Store

Usage Details: Browse or create a trail, download offline maps, and record your adventure. Ratings and reviews aid planning.

Benefits: Discover scenic trails, offline navigation, and robust community feedback.



4. Walkmeter Walking & Hiking GPS:

GPS tracking with terrain maps, elevation graphs, weather info, and calendar logs. Interval splits, heart rate zones, and Apple Watch support. The race-compare feature compares times.

Available on: App Store & Google Play

Details: Start walk/hike, view route map live, track stats and weather; review history with splits.

Benefits: Detailed analytics, training features, Apple Watch integration.

5. Strava:

Popular for runners and cyclists, but excellent for walkers too. Track GPS routes, intensity, elevation, and calories. Access route planning, explore popular nearby paths. Strong social features with encouragement and comments.

Download Source: Google Play & App Store

Usage Details: Record activity, tag it as “walk,” check leaderboards and segments, share photos.

Benefits: Community engagement, route discovery, performance comparisons.





6. Samsung Health:

Comprehensive health tracker with pedometer, goal setting (10,000 steps default), heart rate, sleep, and challenges. Compatible with Samsung wearables and widely adopted.

Download Source: Pre-installed on Samsung phones or via Galaxy Store/Google Play

Usage Details: Automatically logs steps, and manually starts walking sessions for more detail.

Benefits: All-in-one health insights, monthly walking challenges, no ads.

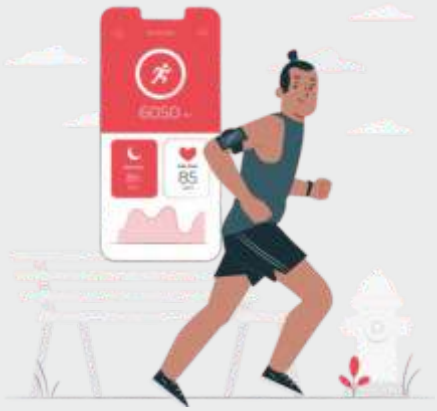
7. Google Fit:

Simple, clean tracking of steps, distance, calories burned, and active minutes. Supports “Paced Walking” feature to boost pace. Syncs across multiple apps/devices seamlessly.

Download Source: Google Play & App Store

Usage Details: Enable background tracking; optionally start a walk session for GPS maps.

Benefits: Lightweight, integrates with other fitness tools, motivational pacing feature.





8. WalkFit (aka Weight Loss Walking: WalkFit):

Personalized walking plans based on BMI and goals, including treadmill workouts. Offers indoor video-guided exercises and structured 28-day challenges. Syncs to Fitbit and Google Fit.

Download Source: Google Play

Usage Details: Enter fitness goals, follow daily audio/video walks, and track stats automatically.

Benefits: Custom plans, guided indoor workouts, strong weight-loss support.

9. Zombie City: Urban Quest / Zombies, Run! :

An immersive audio game that turns walking into a survival mission, escape zombies while tracking steps. Hands-free, with storyline-driven feedback.

Download Source: Google Play & App Store (“Zombies, Run!”)

Usage Details: Select a mission, start walking while listening to the story, and sprint when zombies chase.

Benefits: Gamified motivation, sustained engagement, and a fun way to increase pace.



10. Organic Maps:

Offline navigation app with contour lines, trail, and walking path info. Privacy-first, no data tracking or ads. Battery light, supports voice guidance.

Download Source: Google Play & App Store

Usage Details: Download area maps, search or plan routes, and start walking with turn-by-turn guidance.

Benefits: Secure privacy, offline use, battery efficient, perfect for remote hikes.



Why do these free walking apps matter?

- Accountability & Motivation
- Community & Competition
- Goal-Driven Plans
- Route Discovery & Safety
- Multifaceted Health Tracking

Quick Comparison Table

App Name	Best For	Unique Advantage
Map My Walk	Detailed metrics & challenges	GPS + wearables + social competitions
Walking for Weight Loss	Fat loss with structure	Interval coaching & calorie focus
AllTrails	Trail discovery	Offline, 100k+ communit -rated trails
Walkmeter GPS	Analytics-focused walkers	Split times, weather, and Apple Watch support
Strava	Social sharing & competition	Segments, encouragement, route tools
Samsung Health	All-in-one health tracking	Integrated system-wide challenges
Google Fit	Minimalist & integrated tracking	Paced walking + multi-app sync
WalkFit	Guided indoor/outdoor workouts	Personalized plans & video routines
Zombies, Run!	Detailed metrics & challenges	Narrative-driven motivation
Organic Maps	Gamified exercise	Privacy, no data collection, ads-free

How to Choose the Right Free Walking App



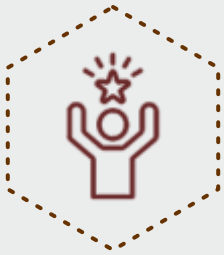
Goal clarity:

Want to lose weight? Choose Walking for Weight Loss, WalkFit, or Samsung Health.



Trail exploration:

Go for AllTrails, Walkmeter, or Organic Maps to uncover and navigate new routes.



Social motivation:

Strava and Map My Walk offer strong community support and friendly competition.



Novels meet walking:

Prefer fun and engagement? Zombies, Run! Adds a thrilling twist to your steps.



Data minimalism:

If you just want a no-frills step counter and daily logs, Google Fit fits perfectly.

Tips for Maximizing These Free Walking Apps

Set clear goals: Whether its 30 minutes/day, 10,000 steps, a calorie target, or completing a challenge, pick your measure.

- **Sync wearables:** Link to Fitbit, Garmin, or Apple Watch for richer metrics like heart rate and pace.
- **Join a community:** Engagement through challenges boosts motivation and accountability.
- **Explore offline:** Download maps in AllTrails or Organic Maps if wandering off-grid.
- **Mix styles:** Use structured plans (WalkFit) on some days and relaxed scenic trail walks (AllTrails) on others.

Conclusion:

The world of free walking apps provides a wealth of tools to help you stay active, without paying anything. From data-heavy trackers to trail explorers, guided programs, and even zombie-chasing adventures, there is an app for every walking style. Try a few to find the perfect fit for your habits and goals. Your next great walk or weight-loss milestone is just an app away!


sleep
may
hit
you
any
where!
If you don't sleep like *you're meant* to, you'd sleep where you're *not meant* to.
For the *best sleep* ever.
Libra
MATTRESS

amazon



Shopping has become an addiction in recent years, and with the rise in e-commerce sites available at our fingertips, we love to browse and place orders within minutes because of its ease. But that hasn't stopped retail stores from gaining traction. Retail giants like Walmart are still thriving because of the affordability and range of products it offers. Some of the biggest names in the respective areas are Amazon and Walmart. In this article, we will learn about the rivalry between Amazon vs. Walmart, its history, key differences, and interesting facts.

Walmart

Which One is Winning the

HEART OF SHOPPERS?



History of amazon

Amazon was founded by Jeff Bezos in 1994 as an online bookstore. He operated amazon out of his garage in Seattle, Washington. The website launched in July 1995, and within just 30 days, it was generating approximately $20,000 per week in sales. This rapid growth was fueled by a focus on customer service and a wide selection of books, which attracted a diverse customer base across the United States and internationally. As Amazon gained traction, it diversified its product lines beyond books to include electronics, clothing, and household items. By the early 2000s, Amazon had established itself as a major player in e-commerce and introduced features like customer reviews and personalized recommendations, which enhanced the shopping experience.

In 2006, Amazon started Amazon Web Services (AWS), a cloud computing service that has since brought in a lot of money for the company. By 2024, Amazon was included in the Dow Jones Industrial Average, showing how important it is in the world. In 2018, Amazon made up 43.5% of all online shopping in the U.S., highlighting its strong position in the e-commerce market.



History of Walmart

Walmart, one of the largest retailers in the world, was founded by Sam Walton in 1962 in Bentonville, Arkansas, with a vision to provide low prices and great value to customers. Walton's innovative approach to retailing focused on discount pricing and efficient supply chain management, which set Walmart apart from its competitors. In the 1970s, Walmart expanded rapidly, opening its 100th store by 1974. During this time, Walmart introduced the Supercenter concept, which combined a complete grocery store with a variety of other products.

In 1983, the first Sam's Club was opened, which catered to small business owners and offered bulk merchandise at discounted prices. Walmart continued to grow, becoming the largest retailer in the United States by 1991. The company also began its international expansion during this decade and opened its stores in Mexico and Canada. In the 2000s, Walmart embraced e-commerce, launched its online shopping platform, and expanded its global presence.



A Quick Comparison Between

Amazon and Walmart's Services

Key Areas	Walmart	Amazon
International Presence	28 countries	180 countries
Employee Count	2.3 million people globally	1.54 million employees
Stock Prices	$150	$114
Membership Services	Walmart+ membership has stagnated at around 11.5 million, prompting Walmart to add more benefits.	Amazon Prime has over 160 million members, but its annual fee continues to rise.
Investments in Technology	Walmart invested $14 billion in automation and technology in 2022, enhancing customer experience with updated store layouts and touchless payment apps.	Amazon is focusing on advanced warehouse automation, using robots that can accurately pick and pack orders.
Sustainability Goals	Walmart aims for zero emissions by 2040, currently powering 46% of its operations with renewable energy.	Amazon targets zero emissions by 2025, although it still faces criticism for its plastic waste contributions.
Financial Performance	In 2022, Walmart earned $573 billion in revenue, up from $559.15 billion in 2021. In Q1 2023, its revenue increased by 7.6%.	Amazon's revenue for 2022 was $514 billion, a rise from $469.8 billion in 2021. For Q1 2023, Amazon reported $116.4 billion, marking a 9% increase.



Amazon vs. Walmart: Comparing its Features

Products

Amazon offers over 40 exclusive brands, while Walmart has more than 50 brands available across various categories.

Shipping & Delivery

Amazon leads in delivery efficiency with options like same-day delivery and a global network of fulfillment centers. Amazon also plans to implement drone deliveries.

Pricing

Pricing varies by category; Walmart is known for low-priced groceries, while Amazon excels in electronics and apparel.

User Interface

Walmart's website is considered more user-friendly, with better accessibility features compared to Amazon's interface.

Subscription Models

Amazon Prime offers more extensive benefits than Walmart+, which is limited to the U.S. and Canada.

Technology

Both companies leverage technology to enhance customer experiences, with innovations like automated fulfillment systems at Walmart and cashier-less checkouts at Amazon.

Customer Focus

Amazon is known for its customer-centric approach and offers superior service and an easy return policy. Walmart, however, is recognized for its affordability and personalized services.

Customer Satisfaction

In the American Customer Satisfaction Index for 2023, Amazon improved its score to 84%, while Walmart saw a slight increase but remains lower overall.



The Clash Between Amazon vs. Walmart in the Retail Sector

Walmart is a well-established leader in the brick-and-mortar retail sector and is known for its large network of supercenters and commitment to low prices. On the other hand, Amazon has transformed into a dominant e-commerce platform, renowned for its fast delivery and vast product selection.

When it comes to technology, Walmart employs various tools for supply chain management, data analytics, and omnichannel strategies to enhance the customer experience. Amazon, on the other hand, leverages advanced algorithms, machine learning, and innovative fulfillment methods to optimize its e-commerce operations.

Because Walmart is a physical retail store, it operates primarily through physical stores supplemented by e-commerce, focusing on low prices and community engagement. Amazon functions as an online marketplace with diverse revenue streams including subscriptions, like Prime, and cloud services.

Walmart targets budget-conscious consumers with traditional advertising and loyalty programs like Walmart+. Amazon appeals to tech-savvy shoppers using data-driven marketing strategies that personalize the shopping experience.

Amazon vs. Walmart: Interesting Facts About Walmart

- In 2018, Walmart's eCommerce sales grew by 40%, with a 43% increase in the fourth quarter alone.
- Walmart has nearly 4,761 stores in the U.S., with about 90% of Americans living within ten miles of a store.
- Walmart has established around 2,100 grocery pickup locations and plans to expand grocery delivery to cover 40% of the U.S. population.
- Groceries accounted for 56% of Walmart's unit sales, giving it an edge over Amazon, which has fewer grocery locations through Whole Foods.
- Walmart is streamlining operations by selling off less profitable segments, such as its Asda business in Britain, and closing underperforming Sam's Club locations.
- Walmart has invested about $2.8 billion in acquiring various eCommerce brands to enhance its online presence.

Amazon vs. Walmart: Interesting Facts About Amazon

- Amazon is the second-largest private employer in the U.S., with nearly 1 million employees domestically and around 1.6 million worldwide, supported by about 750,000 robots in its warehouses.
- The site averages 1.67 billion monthly visits, capturing approximately 37% of the e-commerce market. It offers over 12 million products directly and more than 353 million when including third-party sellers.
- There are over 100 fulfillment centers in the U.S., averaging 800,000 square feet each, facilitating extensive logistics operations.
- The first Kindle sold out within hours of its release in 2007, and now there are over 12 million e-books available on the platform.
- The COVID-19 pandemic boosted Amazon's income by 37.6% in 2020.
- As of now, Amazon's estimated net worth is $1.33 trillion, while Jeff Bezos holds a personal net worth of around $160 billion.

Amazon vs. Walmart: Which One is Better?

Amazon and Walmart both have their presence globally and cater to their audience's needs. While Walmart is cheaper, Amazon is widely popular for its books and technology collection. Both companies are planning to expand their services in the coming future. The choice of which one to choose between Amazon vs. Walmart comes down to the consumers and their preferences and lifestyle. Amazon and Walmart have made their home in their consumer's hearts in their own ways and will continue to do so.




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BUT YOU WANT TO.
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