



IMMERSIVE GYM

Immersive Gym: where you can train, game or meditate anywhere in the world, wherever you are.

** introducing the first fully immersive training and wellness environment via an augmented reality platform **



December 2019, London; Immersive Gym today launches its transformational environment platforms using cutting edge technology to create versatile and immersive augmented reality gyms and fitness studios. Despite significant developments in design and technology, the gym is often an uninspiring place to be. Technology enabled fitness has exploded but the actual environment has not evolved at pace and is often still limited exclusively to the pursuit of physical training.

Ultra-wide visuals, spatial audio and dynamic lighting are just three of the Immersive Gym features that will revolutionize the user experience. Unique health-tech software plays 360-degree fitness and training videos facilitated by the best-in-class AV equipment and controlled by production quality broadcasting software. This tech-augmented experience means users can work out, engage or unwind in any location in the world whilst being in one place.

Many users of gyms are suffering from injuries due to incorrect posture and poor technique. Immersive Gyms tackles this with positional cameras that enable users to see their workout and make corrections to their posture and technique. The video chat feature means that Personal Trainers can be present in Immersive Gym from anywhere in the world to bring the most rewarding and inspiring workouts possible.

Immersive Gym creates a holistic wellbeing setting that motivates and empowers, using spatial audio arrangements and soundwave therapy. This innovative interface engages the user both physically and mentally through its adaptable and inspiring environment. They can choose their own breathtaking content- they can run in Bondi, row in Lucerne or meditate in Goa, all under one roof.

To complete the lifestyle offering and allow 'train to game' functionality, owners can connect their IG Interface to any HDMI or USB source to use consoles such as a PS4 or flight and driving simulation hardware. With Fanatec hardware, which uses a direct drive professional system, an in-situ driving simulator can be configured for either F1, rally, or road racing. The system also allows movie screening for home cinema enjoyment, to catch up on the news, Netflix or Amazon Prime series, turning the gym from one of the least used rooms to one of the most used and most versatile.

Notes to editors:

Founder and creator Charles Pearce comments, “With health, fitness, mindfulness and longevity-in-life increasingly a priority for modern lifestyles, interactive training has exploded in recent years and we are revolutionising this ‘wellness’ concept, using the latest technology and the best content to radically enhance the enjoyment and the rewards of exercise. Immersive Gym is already working with hotels, super-prime homes as well as major AV and property companies to deliver the finest tech-enabled wellbeing experience on the market”

The IG Interface allows users to enjoy a personalized location from a variety of IG local video content, application or choose from a selection of over 150k web or app-based streaming services curated by IG. These include GLO, Sworkit, Zwift, Tacx, Les Mills and Binaural Beats content providers.

The development studio’s tech-spec as follows:

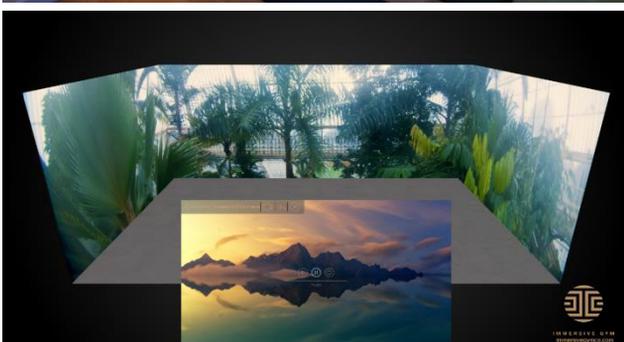
For display, IG utilise 4 HD Epson EB-G7900U projectors for nearly 7k pixels of width. These can be upgraded to 4K projectors for four times the sharpness, or replaced with a seamless video wall which provides another level in clarity and brightness

For audio, 9 Genelec AW 25 In-wall speakers and 4 4030 Speakers are used alongside a subwoofer. This 14.1 configuration places speakers front, side, behind, top and bottom, allowing us to create immersive soundscapes with multi-directional sound

IG utilises an ultra-high power PC to power projectors and software including one of the latest 8-core Intel i7 processors and AMD Radeon Pro WX9100 GPU

A development centre has been built in West London and we invite interested parties to visit for a demo. For enquiries, bookings and more details please email Jeannine on jeannine@immersivegymco.com

**Immersive Gym demo-suite is at 5 Sun Studios, 30 Warple Way, Acton, London, W3 0RX.
020 3819 7787**



Images. For jpegs please contact us.