



IMMERSIVE GYM

Immersive Gym: The World's most Immersive Indoor Fitness Environment

**** The first immersive training and wellness environment defined by 190° + content connected to the training hardware on a minimum of 3 walls****

www.immersivegymco.com

April 2020, London: Immersive Gym's technology is coming into its own in the current world of self-isolation, gym closures and social distancing. More than ever before people are understanding the importance of fitness and they are looking at options that make this possible from the safety of their own homes.

Immersive Gym is the ultimate option for the UHNW residential market.

They have created the first content that engages the natural human field of view which is up to 190° at the extreme periphery. This is done by using a minimum of 3 walls – front and 2 side walls. To put this into context, VR Headsets are 135° and an IMAX cinema is c. 85°. This **content is connected to training hardware**, via the proprietary software (Bluetooth or Ant+), such as rowing ergos, cycling power trainers and connected treadmills. Content is being created in real-world footage as well as VR using Unreal Engine.

Immersive Gym are the first company to produce content in this format which responds to the hardware so when you speed up or slow down, the content speeds up and slows down with you. The experience is as close to the real thing as it can be with users able to look left and right and still be in their chosen environment.

The Platform also operates with the users' favourite apps and streaming services such as Zwift, Les Mills, Asana Rebel and 1000s of other fitness applications. These other apps and services won't have the same immersive 190° format but they can be enjoyed on a large scale or mirrored on the side walls for ease of viewing when in contorted positions.

All content is displayed in its optimum format through its own production quality broadcast software.

This tech-augmented experience means users can work out, engage or unwind in any location in the world whilst being in one place.

Being connected to the community is critical and users can enjoy live video lessons from life size trainers anywhere in the world so users and trainers can truly engage with each other in the present. So no need to be alone and every reason to stay connected.

Notes to editors:

Founder and creator Charles Pearce comments, “The key differentiator with Immersive Gym is we have focussed on the experience and ensuring that the Immersive Gym experience as is close to real-life as possible and even better when real-life conditions make exercise less enjoyable. Humans see the world in ultra-wide format up to 190° at the extreme peripheral and all the content we create delivers the same real-world experience. When we engage with the real world by going faster or slower, our environment moves with us. It is the same in Immersive Gym with our own content connected to the training hardware so the content moves as we move. This is the first time that this immersive content format has been created and connected”.

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 Zwift, Tacx, Les Mills, Asana rebel.

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 Charles at charles@immersivegymco.com

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

