



## The World's best Indoor Fitness Environment

\*\* Immersive Gym is a world first - a fitness and wellness environment defined by wrap-around, connected and ultra-immersive content\*\*

### **June 2020, London: Immersive Gym launches a standalone environment for clients wanting the full IMMERSIVE GYM experience but where the bespoke option is not feasible.**

Now more than ever, Immersive Gym's technology is coming into its own. In a world of social distancing and concern for wellbeing, people are prioritising fitness and looking at options that make this possible in their homes or in an enticing and safe way outside of their homes in gyms, hotels & spas or any venue where there is a demand for a fitness and wellness facility.

Designed and beautifully crafted to be a striking piece of "fitness furniture", the standalone option allows clients to choose from a range of sizes that can accommodate from just one person, to pairs or small groups. This is great for families or for organisations and hotels that now have to offer more personalised experiences in order to maintain social distancing.

Immersive Gym is the ultimate training environment for the ultra-high-net-worth consumer, at home or on the move.

Immersive Gym have created the world's first training environment which uses state-of-the-art technology, in hand with connected content, to immerse the user in the full range of their vision, while not requiring the use of any headset. This is achieved through floor-to-ceiling, wrap around screens and bespoke, transparent software, which can take a user anywhere.

Through this technology, Immersive Gym bypasses the discomfort and 'ski goggle' effect of VR headsets, and achieves a field of view greater than even IMAX cinemas.

Immersive Gym is creating content using a custom, cinema-grade film capture system built to work seamlessly with its display system. Alongside that, Immersive Gym is using Unreal Engine, with the same technology used on Disney's *The Mandalorian*, to create virtual environments which can be designed bespoke to take users literally anywhere they can imagine - from recreating a walk through a beloved home town in the 50s, to recreating real-world locations such as the Tokyo Olympic rowing course.

All of this content dynamically responds to users as they train on devices such as rowing machines, cycle trainers and treadmills - when you pedal faster up a hill, the content will move with you.

As well as bespoke content, users can display nearly any of their fitness apps - such as Asana Rebel, Zwift, and Glo, within Immersive Gym. These applications can be mirrored to each wall, allowing users to be flexible with their positioning, and still be able to view their content.

While any of these experiences are happening, users can video call personal trainers and have them appear alongside their content. The use of multiple cameras and body-tracking technology will mean personal trainers have the best possible tools for critiquing and improving their clients' workouts - without the need to be in the same space.

Immersive Gym uses custom broadcast-quality software, and myriad of interconnected technology to make this possible.

This ultimate experience, enhanced by seamless technology, means that users can work out, engage or unwind in any location in the world, while never leaving the comfort of a private gym.

**Notes to editors:**

Founder and creator Charles Pearce comments,

“The key differentiator with Immersive Gym is we have focussed on 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 don't see the world as a TV screen. Immersive Gym provides an environment that shows the world as we are meant to see it, with an incredibly wide field of view.

The real world moves as we move, and Immersive Gym is no different. We use smart hardware to make the link to our content as invisible as possible. This is the first time that this immersive content format has been created and connected”.

Immersive Gym is available as a built-in and bespoke or as a standalone system.

Immersive Gym have a development centre in West London and we invite interested parties to visit for a demo. For enquiries, bookings and more details please email Immersive Gym at [info@immersivegymco.com](mailto:info@immersivegymco.com)

Address: 5 Sun Studios, 30 Warple Way, Acton, London, W3 0RX. 020 3819 7787