



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**

London August 2020

IMMERSIVE GYM hires Luke Gauci to bolster ultra-wide training content creation.



Luke worked for IMG for many years where he produced content for the Olympic Channel and Trans World Sport. "I am very excited to have Luke join our team; he has excellent experience in filming across our core sports of running, rowing and cycling and working on producing content with elite athletes. Our aim is produce the best quality, connected training content for use in Immersive Gym's unique ultra-wide fitness environment. Losing yourself in stunning real-world environments and making each session more enjoyable and rewarding is what we do and Luke will help us continue to build an exceptional and unique content library" Charles Pearce - Founder.

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

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