

PRESS RELEASE

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Subject: XRS ASSOCIATION - Public Launch

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E-SPORTS FOR THE PHYSICAL WORLD MAKING SPORTS MORE FUN IN THE DIGITAL AGE

**Jump, Kick, Throw, Touch, Climb, Fly and Run.
United in a Mixed Reality sports universe you couldn't ever imagine. XRS
Association is looking to revolutionize sports as we know it.**

On Thursday, November 20th, the **International Association of Mixed Reality Sports (XRS)** is publicly launched in Munich (GER), Helsinki (FIN) and Zurich (CH). Initiated early October by the CEOs and Founders of four pioneering companies in the rapidly growing industry, the world's first association of its kind is meant to support and grow the meaning of mixed reality sports (XRS).

Technology has become the main driving factor in many areas of our life. In sports, innovation under the term of Sports Tech has led to steady improvements in many fields such as broadcasting, tracking and training, both on the professional and personal level. In recent years this accelerated development has also led to the dawn of a new era in sports where technology and sports intertwine deeper than ever before which makes physical exercise more accessible and fun for everybody and especially more appealing to the younger tech-savvy generation.

In an age where screen time is increasing rapidly while physical activity and sports participation is declining in frightening rates, new forms of sports combine the real world with technology to make physical exercise more attractive, accessible and inclusive for everybody.

Mission Statement

International Mixed Reality Sports (XRS) association promotes physical activity by combining sports, technology and gaming. This combination enables enjoyable but also highly challenging sports that change how people move all over the world. XRS association brings together major product manufacturers, operators and sponsors globally to share knowledge, create standards, form and educate addressable interest groups, and shape the future of mixed reality sports and competitions.

XRS stands for a new category in sports and includes physical activity in a combination of sports, digital technology and gaming. This combination makes it possible to generate new, exciting and challenging forms of sports and workouts as a cure for declining sport participation in our time.

With events, education and guidelines for the development and implementation of these new technologies, XRS is focused on raising public awareness for mixed reality sport and its benefits in the sports, education and health industry. Aiming to further fuel the growth of this new category at the intersection of technology and gaming, XRS is looking forward to welcoming new members, partners and sponsors that share the same passion for the future of sports.

Video: <https://bit.ly/3kEyB49>
(free to use on your channels)



XRS Association

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Pioneering companies and people founding the XRS association:

The founding companies already have a strong track record being the main drivers of this new international trend. Through appearances on global events and a multitude of viral videos, they generated immense public interest worldwide. By developing exciting and meaningful new products, these companies now act on a global market while their founders are sought after experts and thought leaders.

FUN WITH BALLS (GER), Markos Aristides Kern and Niklas Böhl, www.multi-ball.com

FWB merges real sports and gaming in the physical world. With their first product interactiveSQUASH, the Munich based startup already transformed the classic sport of squash into immersive gaming and training experience enabling operators all around the globe to grow their audience and make smart squash courts highly profitable.

Their latest product MultiBall is a platform based interactive wall which is used in multiple sports as well as in education and retail. With more than 30 applications and an open marketplace, MultiBall combines physical exercise in the real world and a digital platform approach to run the sports of tomorrow.



ICAROS (GER), Michael Schmidt and Johannes Scholl, www.icaros.com

ICAROS revolutionizes the way people exercise and play. Their products blend training, gaming and social competition to create exciting and effective exercise experiences for fitness clubs, hotels, and in leading orthopedic and neurologic therapy facilities.

The first consumer model, ICAROS Home, was launched in 2018 – in combination with ICARACE, a global online multiplayer platform for VR e-Sports, connecting pilots around the world.

In 2020, ICAROS launched also their fitness device ICAROS Cloud in combination with the exercise app ICALETHICS: The next dimension of home fitness.



SPHERY (CH), Anna Lisa Martin-Niedecken and Stephan Niedecken, www.shpery.ch

Sphery unifies the best of the fitness and gaming world in one product – the ExerCube. With their award-winning mixed reality game environments, they transform physical training into a maximally motivating and effective body & brain workout. The combination of research-based functional training sets, customized game designs and a unique adaptation-algorithm enable any user to experience their individual flow.

The Zurich based startup is shaping the future of (e)sports, fitness and rehabilitation, and makes a physically active and healthy lifestyle fun and accessible for everyBODY!



VALO MOTION (FIN), Dr. Raine Kajastila and Leo Holsti, www.valomotion.com

Valo Motion creates groundbreaking active experiences that empower people to find the joy of movement. Their movement tracking technology turns sports equipment like climbing walls and trampolines into immersive digital experiences where players feel to be a part of the game.

Pioneering products ValoClimb and ValoJump are full-service sports attractions for daily active fun, but also a perfect platform for events and challenging competitions. Valo Motion is based in Finland, but it operates in 60+ countries with 300+ locations and more than 45.000 daily players enjoying active sports worldwide.



Quote Chairman Markos Aristides Kern, www.linkedin.com/in/markoskern/



As startups in this exciting field, we have seen the immense potential of disruption. With the rapid increase in global demand, interest by big brands and governmental institutions, we see a big need of a neutral entity like an association to further fuel this development.

Mixed Reality Sports is unknown terrain for many and we hope that this organization will play a valuable part in communicating how these solutions present a cure to a big problem of our time - our increasing inactivity crisis. We all share the belief, that this is done best with joint forces since we're just at the beginning of the biggest change in sports history.

Quote Chairwoman Anna Lisa Martin-Niedecken, <https://www.linkedin.com/in/annalisamartin-niedecken/>



Thanks to powerful new technologies, which allow us to design with and for the (moving) human body, and to create outstanding multi-dimensional experiences for various application fields such as fitness, (e)sports and rehabilitation, we start into a groundbreaking new era!

With the XRS association, we want to make a sustainable contribution to building a bridge between analog and digital sports, bringing people together in attractive body-centered worlds of experience and letting them write new stories.

Quote Secretary Dr. Raine Kajastila, www.linkedin.com/in/rainekajastila/



It's important to create active experiences that empower people to find the joy of movement. XRS games are perfect since they can be challenging for active adults, but at the same time fun and easy enough to get all people up from their couches to find the fun in movement.

Luckily, we have already seen that XRS games excite especially the Fortnite generation, who, while having a blast playing, also do something for their health with a proper workout!

Quote Treasurer Michael Schmidt, www.linkedin.com/in/michael-schmidt-65620ba/



In sports, competition is a key driver for motivation. Using technology like virtual reality we are now able to create new forms of immersive and challenging workouts to take this motivation to a completely new level.

This makes physical workouts much more attractive and addictive for everybody. With our global XRS-competitions you can now also challenge the whole world, whether it's at your local gym or from the comfort of your home.