



PRESS KIT 2017

LIVE HEALTHY. PLAY GAMES.  
[WWW.FREEDRIVERVR.COM](http://WWW.FREEDRIVERVR.COM)





## GYMCRAFT

GymCraft is a sports-tech company based in Málaga (Spain) and London (UK), innovatively combining the mediums of fitness and gaming to build the sports virtual experience of the future. Gymcraft's open world fitness games are experienced through a monitor or in full immersion virtual reality goggles, while using any normal fitness machine. Gymcraft pushes the boundaries of virtual reality standards, providing users with a real-time, open world, interactive fitness experience, while performing their favorite sporting activities.



## MOTIVATION

Let's move the world! With immersive technologies arising the time is right to take responsibility for the collective well being and use the technological impact to create a healthy society. By providing gamified fitness solutions, workout is no longer just a pain. It's fit and fun in one. While meeting friends online and roaming around to discover new worlds players forget about that they are actually working out. In the future we envision geeks are beasts!

The GymCraft team dedicates it's work to create unique Sandbox mountainbiking environments that are more than just an experience. GymCraft produces serious games that create long term motivation and immerse players into normally dangerous or hurting situations! Using fitness equipment as a game controller with full haptical feedback allows players to enter a thrilling world of sports beyond the edges of reality.





## THE CONCEPT

FreeDriver VR is designed to start a new digital era of workout. Digital media and social spaces already form a part of the everyday life. This is where FreeDriver fits in by taking the first step to create a virtual dimension for sports and adding gamification value to stay motivated. Open world mechanics unleash the digital freedom for sports and enable FreeDriver's principle of Sandbox mountainbiking and the unique realtime haptic feedback for open world (patented). FreeDriver engages home users and makes fitness more appealing to the casual user as well as fitness enthusiasts and professionals. With specialised set ups for gyms and commercial usage FreeDriver delivers high performance and quality for state of the art game environments.

Plug & Play  
Exergaming  
Open World  
Multiplayer  
Haptic Feedback  
Virtual Coaching  
Social Integration  
Cloud Platform

## SUPPORTED BIKES

FreeDriver VR already supports all types of fitness bikes using USB or Bluetooth. GymCraft is constantly implementing new brands.



Upright



Recumbent



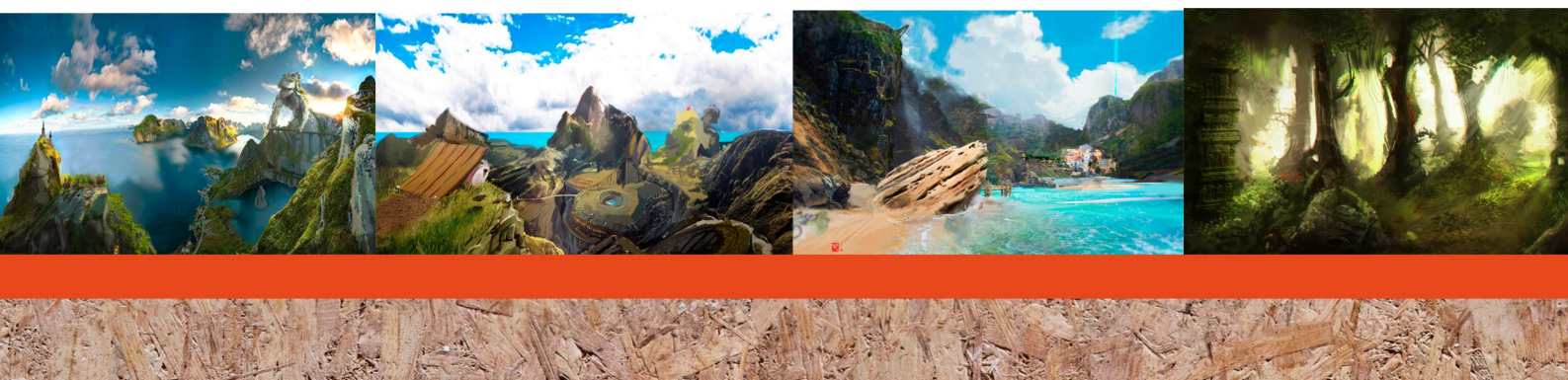
Racing





## OPEN WORLD

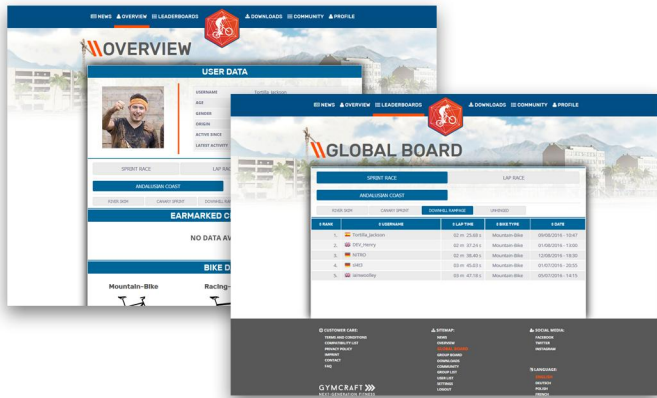
The FreeDriver environments are open world maps that enable true sandbox mountainbiking. This is revolutionary in the fitness world but well known in gaming! The open world mechanics enable an incomparable sense of freedom and creativity. Players play the game as they wish. Competing on events or simply roaming around and finding out about jumps and tricks.



## VISUAL CONCEPT

Starting with the map "Andalusian Coast" and continuing with versatile themed maps such as "Space" and "Jungle" players will be immersed into highly detailed and vast environments beyond the edges of reality. Breathtaking scenes and insane stunt spots amaze players while working out. FreeDriver encourages to do things they would never do in real life. This could be backflipping down a canyon or monster jumping on low gravity or just simply cruise down the coast to enjoy the nice view.





## GAME + CLOUD

FreeDriver is a package! It comes along with a cloud which we call Superplay.

All player data is stored online on a secure database. Players can log in from home, the gym or wherever they are and directly access their FreeDriver profile and community!

Superplay stores all statistics and provides leaderboards and group management for players.

New maps, game modes and DLC are delivered to the community through Superplay continuously.

## READY, SET, GO

What do you need to enter the world of FreeDriver?

- Fitness bike
- PC or laptop
- Bluetooth
- Game controller

FreeDriver runs on a traditional TV or screen as well as on the brand new virtual reality headsets.

- HTC Vive
- Oculus Rift
- OpenVR



## AWARD WINNING

GymCraft won the "Best of 2015" award in the category "Entertainment/3D" at CeBit2015. Among thousands of applicants FreeDriver was identified as the most innovative and pioneering product.



## AWARENESS



As seen on:



**FITNESS  
GAMING**



**MarketWatch**  
THE WALL STREET JOURNAL.



**rheinmainTV**

**Allgemeine Zeitung**  
RHEIN MAIN PRESSE

**WIESBADENER KURIER**  
RHEIN MAIN PRESSE

**SUR**

## PARTNERS

GymCraft is proud to work with industry professionals. Among others the german fitness brand "Kettler" is actively pioneering the future of fitness with us. Furthermore the Italian Reply group is empowering us to secure a healthy future!



**CRYTEK**

**Reply**  
breed

With friendly support of:

**IDEA!**  
PARQUE TECNOLÓGICO DE ANDALUCÍA S.A.

**Ayuntamiento  
de Málaga**

**JUNTA DE ANDALUCÍA**  
CONSEJERÍA DE ECONOMÍA Y CONSUMO