Beat: Health

LES MILLS TAKES MARTIAL ARTS INTO THE METVERSE

WITH BODYCOMBAT VR APP

PARIS - AUCKLAND, 10.02.2022, 14:23 Time

USPA NEWS - BODYCOMBAT – the world's most popular martial arts workout, enjoyed by millions globally each week – moves into the metaverse as fitness and gaming converge. Les Mills is bringing exercise motivation to the metaverse with the launch of the BODYCOMBAT VR app, fusing globally-renowned trainers with virtual reality (VR) for an out-of-this-world fitness gaming experience.

BODYCOMBAT – the world's most popular martial arts workout, enjoyed by millions globally each week – moves into the metaverse as fitness and gaming converge. Les Mills is bringing exercise motivation to the metaverse with the launch of the BODYCOMBAT VR app, fusing globally-renowned trainers with virtual reality (VR) for an out-of-this-world fitness gaming experience.

The group fitness leader has teamed up with VR specialist Odders Labs to transform the world-famous BODYCOMBAT™ workout into a high-octane VR gaming app on the Quest Platform.

Led by BODYCOMBAT's legendary program directors Rachael Newsham and Dan Cohen – the game pits players against martial arts challenges across a variety of levels, spanning intergalactic deserts and neo-city skylines. Players earn points for their effort and technique, with Rachael and Dan providing coaching cues and motivation to power them through the workouts.

Rachael Newsham, Program Director of BODYCOMBAT, said: "The cultural convergence between fitness and gaming is sparking exciting collaborations and innovative products, so naturally we jumped at the chance to team up with Odders Labs to create something truly magical.

"The BODYCOMBAT VR app transports you into the middle of the most popular martial arts workout on the planet. The gamification and stunning VR vistas combine with the incredible moves, music and instruction that BODYCOMBAT is famous for to create an exhilarating experience that's so fun you forget you're even exercising.

"Our mission is to create a fitter planet and we hope the launch of the BODYCOMBAT VR app enables us to reach new audiences and break down barriers to exercise, helping more people to start their fitness journey and reap the rewards of an active lifestyle."

Jaime Pichardo Garcia, Odders Labs Business Director added: "After many years of taking BODYCOMBAT classes in gyms and at home, it's been an incredible journey to work on bringing the experience to VR.

"This is a new step towards the future of fitness, and a revolution for VR workouts by bringing one of the biggest IPs in the fitness world with the same focus as Odders: innovation as the key differentiation of our products."

Source: Les Mills

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-19939/les-mills-takes-martial-arts-into-the-metverse.html

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619