



VR/AR ECOSYSTEM REPORT
SPORTS & FITNESS

Q2 2022

IMAGINE 

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Foreword

ImagineAR

Due to the Pandemic starting in 2020, Sports and Sport's related market has been significantly impacted, transforming the way the sports team and leagues engage with fans to drive revenue. On-site fan attendance was reduced considerably during the pandemic, and fans discovered new alternative online entertainment, including e-sports, virtual worlds, tokens, NFTs, and online streaming. Even when fans were finally allowed to attend live sporting events, many continued pursuing their newly formed sports engagement habits during the pandemic at home. In 2022, sports teams and leagues are testing new dynamic, immersive strategies to lure fans back to live competitions in the stadium, spend money on team merchandise, and provide team sponsors with a measurable ROI.

Mobile Augmented Reality has become one of the key strategies to provide an immediate entry into the Metaverse for sports teams and leagues to engage fans with immersive and interactive activations. Leveraging an integrated SDK (Software Development Kit), such as the ImagineAR native IOS & Android SDK, into an existing mobile app delivers instant global engagement, including Player Holograms, AR Treasure Hunts, Sweepstakes, and Visual Image Activation. Brazilian Football 3X 2022 Champion – Clube Atlético Mineiro – experienced a 3000% increase in daily mobile app downloads when they launched immersive AR campaign integration in 2021.

The AR market has been forecasted to grow exponentially in the next few years. Sports will be a significant area where it will be used to build a fan community and ultimately drive new revenue opportunities. AR should be considered another central digital engagement channel, like social media, to provide fans with new interactive activation they want to engage with and instantly share with their community. As 5G Wireless becomes more prevalent in stadium and arena infrastructure, AR can be more interactive, immersive, and seamlessly integrate the physical and digital world experiences.

Additionally, many sports teams have implemented VR to improve player skills training using game simulation applications. Leveraging VR, players can consistently improve their reaction to specific plays and game situations by retraining their reflexes. Using AI, players can analyze their particular body movements to understand optimization and areas requiring improvement. Technology has started to impact player on-field performance and will continue to expand globally and improve player's gameday performance.

We expect 2022 will be the year AR will be a permanent digital strategy for sports organizations to deliver immersive fan

engagement and create new profitable revenue streams for the future.



Alen Paul Silverstieen

President & CEO

Biography:

Alen Paul Silverstieen is currently CEO & Founder of ImagineAR, a global 'AR-as-a-Service' self-publishing platform company headquartered in Vancouver focused on sports fan engagement since 2018 with clients including LaLiga/Valencia & Real Sociedad, Clube Athletico Mineiro (Brazil Football 3X Champion), Basketball Hall of Fame, Professional Bull Riders Association, Pittsburgh RiverHound Soccer, and GrubHub. ImagineAR is a public company traded on the CSE (IP) and the OTCBB (IPNFF). In April 2022, Alen Paul launched FameDays Inc., a metaverse e-greeting hologram mobile app & website (FameDays.com), featuring top global sports stars including Heavyweight Champion Tyson Fury, Baseball Hall of Famer David Ortiz, Football Champion Von Miller instantly delivered to any location in the world for fans to take videos and pictures and share in social media.

Mr. Silverstieen is a global serial entrepreneur with over 25 years of experience. Prior to ImagineAR Inc., he founded an Indian Recruitment software firm, Talentrackr, leveraging Artificial Intelligence and Machine Learning to optimize job candidate sourcing. Alen Paul also represented one of the leading Indian Post-Production Studios and contracted over 60 Hollywood movies including Spiderman, Pirates of the Caribbean, etc.. . Alen Paul is known as one of the pioneers of North American prepaid communications and led his company-GTS- public on NASDAQ within 3 years and executed deals with MLB, Marvel, NHL, Led Zeppelin, and many others.

Editorial team



Alen Paul Silverstien
President & CEO

Report Production Date: April 2022

Companies

IMAGINE 



 TENNIS ESPORTS





Alen Paul Silverstieen

Summary

ImagineAR Inc., 2021 SportsTech Global Award Winner for Fan Engagement, is an augmented reality (AR) platform for sports teams & leagues to instantly create and implement immersive fan engagement campaigns with no technology experience. This self-publishing AR platform allows teams to publish interactive AR campaigns. Sports fans point their mobile phone at logos, signs, and products to instantly engage videos, advertisements, coupons, 3D holograms. Integrated real-time analytics included. The AR Enterprise platform supports IOS & Android phones and upcoming AR glasses. The AR Platform is available as an SDK Plug-in into any existing mobile apps. ImagineAR global clients include LaLiga/Valencia & Real Sociedad, Clube Atletico Minero (Brazil Football 3X Champion), Basketball Hall of Fame, Professional Bull Riders Association, Pittsburgh RiverHound Soccer, Indoor Football League Arizona Rattlers and Tucson Sugar Skulls, and GrubHub.

ImagineAR just launched FameDays.com, a metaverse e-greeting hologram platform. Using the FameDays mobile app, fans can enjoy life-size hologram video messages in their home. Fans can record their own videos/pictures with the virtual star as if they are standing right next to them in real life. Sports stars include Boxing Heavyweight Champion Tyson "Gypsy King" Fury, Football Champion Von Miller, Baseball Hall of Fame Legend David "Big Papi" Ortiz, Sixteen-time Wrestling Champion Ric "Nature Boy" Flair, and more. Visit FameDays.com

How does your solution addresses the current global situation?

ImagineAR is a key technology mobile device platform to engage fans anytime at any location in the world. With Covid restrictions still impacting sports revenue, AR can deliver immersive engagements to fans at home or in stadium/arena. ImagineAR campaigns can include Player Holograms delivered to any location, AR Scavenger Hunts, Sweepstakes, Exclusive content for ticket subscribers, and social media integration for viral sharing.



Company Facts

- Website** ImagineAR.com, FameDays.com
- Email** info@imaginear.com
- Contact Name** Alen Paul Silverstieen
- More Information** [URL](#)
- Company Size** 10-20
- Revenue** Available in Company Public Financial Filings

Customers

LaLiga/Valencia, LaLiga/Real Sociedad, Clube Atletico Minero, Pittsburgh RiverHounds, Arizona Rattlers, Arizona Sugar Skulls, NBA Sacramento Kings, Basketball Hall of Fame, AT&T, GrubHub, Erie Bayhawks, Erie Seawolves, Houston Sabercats Rugby, Louisville Bats

What do you want/need/hope for/from the vertical/market/industry?

The Sports market requires new engaging interactive activations that will drive fan engagement and new sponsorship revenue opportunities. Covid had negatively impacted the sports world with reduced or no attendance as well as significant loss of sponsorship revenue. Sports organizations can leverage mobile AR integrated in their app to build a community, increase downloads and daily usage and engage 365 days a year.



Tyson Fury E-Greeting Hologram with a Fan. FameDays.com

Company Details

Name of your Solution, Service, App

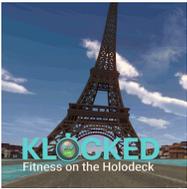
ImagineAR

Type of Company

Augmented Reality Software As A Service Self-Publishing Global Platform

Which industry vertical/sector do you target?

Sports and Entertainment



ePlay Digital

Summary

Klocked (www.Klocked.run) is an immersive fitness experience that allows you to run in the real world and power your avatar across virtual courses. Explore, train, compete, unbox, level up, and climb the leaderboard with a global community behind you.

Peloton goes Outdoors

Train and race with Spartan in Spartan gear on the trail in downtown New York, London, Toronto, Paris, and 400+ locations - run from Dodger Stadium to Santa Monica Pier and Central Park to Wall Street.

Motivation your way

The Klocked community, gamification, landscapes, expert coaches, real-time virtual events, and place, placement, pace, and personal best augmented reality audio and video experience keeps you motivated to stay on course and finish a new best.

Klocked is the only augmented reality fitness app that lets you run outside. It is the first running app utilizing a game engine to allow you to race against others. And only fitness app that is also a live sports network.

How does your solution addresses the current global situation?

Fitness that is pandemic friendly and post-pandemic excited



What do you want/need/hope for/from the vertical/market/industry?

Advocacy for interoperability especially around glasses

Company Facts

Website	www.klocked.e
Email	trevord@eplaydigital.com
Contact Name	Trevor Doerksen
More Information	<u>URL</u>
Company Size	10-20
Revenue	\$500,000
Customers	consumers, runners, want to be runners, sports, fitness

Company Details

Name of your Solution, Service, App

Klocked App

Type of Company

AR App publisher

Which industry vertical/sector do you target?

fitness, sports



FansXR INC

Summary

FansXR is a broadcast disruptor and offers an XR streaming platform that can supplement media rights by providing a white label unique immersive fan experience as a 2nd screen mobile & VR experience while offering real time broadcast NFT options using 5G and AR/VR and 360 content.

Our solution increases viewership - especially among the younger generation - with XR personalised experiences we literally place the real world into the Metaverse or a Web browser. This creates new enriched data, incremental points of interest and geolocation info to serve up ads and sponsorship and prop betting.

Company Facts

Website www.fansxr.com
Email matt@fansxr.com
Contact Name Matt Coleman
More Information [URL](#)
Company Size 10-20
Revenue 1.250,000

Customers

GLASTONBURY MUSIC EVENT UK, SKY TV, NBC TELEMUNDO, HARNESS HORSE RACING AUSTRALIA, DXC TECHNOLOGIES, DYMANO FOOTBALL CLUB, SKY CITY CASINO GROUP, SPORTRADAR, UNITED CITIES, UKRAINE METAVERSE FUND RAISER WITH UNIVERSAL MUSIC, UFC AND ENDEAVOR WITH ULTIMATE HOCKEY FIGHTING LEAGUE

Company Details

Name of your Solution, Service, App

XR Streaming broadcast solution powered by FANSXR for broadcasters, teams and leagues and sport books

Type of Company

We provide onsite edge computing to live events that offers real time 360 and digital AR overlays for a new fan control experience that

Which industry vertical/sector do you target?

Broadcaster and music
 Sports sector
 5G
 Edge computing

How does your solution addresses the current global situation?

The METAVERSE concerts and sports events enable local and global fans to attend entertainment without the need of a COVID vaccine or the concern about wearing masks and attending events with the infection. Secondly, we are supported by UNITED CITIES which works under the UNITED NATIONS sustainability goals, as our SERVER tech is green and save 80% of the electrical bills as we use liquid immersion tech with no fans to cool the super computer onsite at our events.



What do you want/need/hope for/from the vertical/market/industry?

White label integration into a 2nd screen experience for smart glasses, and any digital device for sports and entertainment broadcast solutions



FootAR

Summary

Metaverse for live sports. An Augmented reality second screen experience that empowers sports fans to enhance smart data, live. Post Covid-19 selections from Accelerators such as leAD Sports Accelerator, Germany, HYPE Sports Innovation, Israel, Arena Hub, Brazil, Amazon NOS 5G & Vodafone Power Lab, Portugal, AWS Startup Loft, Global and EIT Digital, Belgium, that invested on the startup. This B2B2C solution addresses markets with high CAGR like 5G, Big Data, On-Demand Content, AR and Immersive Betting. B2B clients are Sports Stakeholders, Telco & Bookmakers.

Experience

Originally a software house, the team uses software developer tool Unity to create unique experiences around the sports ecosystem, as they are funding the 2nd company together. Team of Engineers, sales and marketing.

KPIs

This solution has proven that fans interact 87% more with sponsors (vs standard banners), engage 38% more with each other (vs standard chat feature) and generates up to 20% more sales live and after event (vs standard sponsor agreement)

Universal

The solution can be run on most of the smartphones, but is already prepared for AR Glasses. Also can be integrated in already existing infrastructure via SDK.

Video here: <https://www.youtube.com/watch?v=hAkV1U69VGc>

How does your solution addresses the current global situation?

We address Social Responsibility, since our clients can gather their fans digitally while not physically there, while generating extra revenue.



What do you want/need/hope for/from the vertical/market/industry?

To contribute to the fast growing immersive market, while creating custom experiences showcasing real world use-cases that brings value and solve actual problems.

Company Facts

Website	www.footar.co
Email	do@footar.co
Contact Name	David Olim - Co-Founder & CEO
More Information	URL
Company Size	5-10
Revenue	€2.2 M (projected)
Customers	
	B2B: Sports Clubs, Telcos and Betting companies
	B2C: Gen-Z & Millenials, Data Enthusiasts, Gamblers

Company Details

Name of your Solution, Service, App

FootAR 🎮🏆 - Metaverse for live sports.

Type of Company

Software

Which industry vertical/sector do you target?

Sportstech,
Media & Entertainment,
5G,
Betting,
XR Industry



Healium XR

Summary

Healium is a VR-based intervention that simultaneously allows athletes to calm their CNS after intense training/competition and learn how to control their minds during high-stress moments so they can experience peak performance.

Company Facts

Website www.tryhealium.com
Email joe@tryhealium.com
Contact Name Joe Aiello
More Information [URL](#)
Company Size 5-10
Revenue \$2.2 m (projected)
Customers
 Athletes/Teams/Individual Consumers

Company Details

Name of your Solution, Service, App
 Healium

Type of Company
 Software

Which industry vertical/sector do you target?
 B2C/Human Performance

How does your solution addresses the current global situation?

Too many athletes are dominated by their sympathetic nervous system and are unable to disengage to allow the mind to recover. Healium allows users to not only disengage their SNS, but train themselves how to stay calm and perform during times of intense stress and anxiety.



What do you want/need/hope for/from the vertical/market/industry?

Brand awareness and additional website traffic/subscribers



Hound Games

Summary

Small indie team based on Chile with our main focus on bringing new and exciting experiences using VR an AR technologies for players around the globe.

Company Facts

Website	houndgames.io
Email	matias.varas@houndgames.io
Contact Name	Matias Varas
More Information	URL
Company Size	5-10
Revenue	275000
Customers	Only on Early Access for now.

Company Details

Name of your Solution, Service, App

Shibainui VR Katana Simulator

Type of Company

Hardware and software for VR and IoT

Which industry vertical/sector do you target?

Players (VR headset Oculus and Vive)

How does your solution addresses the current global situation?

This game mainly focuses on proper Katana handling, physics interactions and cutting mechanics, where speed, acceleration, rotation rate, weight, travel distance, and edge orientation are taken into account to achieve the most realistic experience.



What do you want/need/hope for/from the vertical/market/industry?

Funding for gaming vertical, and mentoring for industrial vr applications.



Kinbona Limited

Summary

Blync enables you to ride your Bike in VR from the comfort of your home

Company Facts

Website <https://www.blync.bike>
Email support@blync.bike
Contact Name Izu Okongwu
More Information [URL](#)
Company Size 1-5
Revenue Startup
Customers Fitness consumers and gamers

Company Details

Name of your Solution, Service, App
 Blync

Type of Company
 Hardware and Software

Which industry vertical/sector do you target?
 Health and Gaming

How does your solution addresses the current global situation?

Blync makes indoor biking fun by bringing games, creativity and socialization while biking in VR.



The World's First VR-Enabled Bike Controller

What do you want/need/hope for/from the vertical/market/industry?

I hope for more engagement and adaptation of virtual fitness and gaming



LEVR TV

Summary

LEVR empowers the greatest sports and entertainment brands to thrive in the smartglass decade by leveraging spatial computing, XR distribution and Web3 technology products and services. Products include on-site stadium experiential/production, volumetric esports streaming at-home, cross-platform musician performances leveraging 3D/360/8K assets, entertainment venue construction in virtual worlds and so much more. 🚀

Company Facts

- Website** levrlive.com
- Email** nathan@levrlive.com
- Contact Name** Nathan G
- More Information** [URL](#)
- Company Size** 10-20
- Revenue** Prefer to not disclose
- Customers**

Artists/Content Partners:
 Bodega, Celebrity Championship Boxing, LA Coliseum, Lil Wayne/Young Money, Mandolin, Mixed NVIDIA, NYIT Mixed Reality, SFA, UCLA Basketball, Terminal Artist Space

Spatial Consumers/Visitors (e.g. PPV Ticket buyers, luxury suite guests who use LEVR Binoculars, esports fans, etc.)

Company Details

Name of your Solution, Service, App

LEVR TV - V3nue 🍷, Tick3t & Str3am

Type of Company

Software & Content Services

Which industry vertical/sector do you target?

Sports & Entertainment
 Social AR/VR Media

How does your solution addresses the current global situation?

Real-time XR offers the most powerful sense of remote presence and togetherness currently known to man/woman. Now more than ever, people understand the limitations of video squares: analogous to interacting with one another thru sealed windows instead of being with each other in open rooms/spaces.



What do you want/need/hope for/from the vertical/market/industry?

Ethics & Empathy



RealFit

Summary

RealFit is an XR fitness company, using the immersive and interactive strengths of VR/AR to gamify effective exercise. Early focus has been on technology enabling, building a home workout application with varied bodyweight training exercises.

To give exercise purpose we are now focusing on gamifying RealFit so anyone that doesn't necessarily have that intrinsic motivation to "exercise" can be engaged in a fun experience playing a game, distracted from the fact that they are exercising.

Company Facts

Website	https://realfit.co
Email	robert@realfit.co
Contact Name	Robert Bragg
More Information	URL
Company Size	1-5
Revenue	20000
Customers	Consumers

Company Details

Name of your Solution, Service, App

RealFit

Type of Company

Software

Which industry vertical/sector do you target?

Gamified home exercise

How does your solution addresses the current global situation?

Organisations like the WHO recommend regular exercise to take advantage of its many health benefits, but people find it difficult to incorporate exercise into their day.

One of the great affordances of the immersive and interactive nature of VR is that, from the convenience of your home, you can engage with a game that involves your whole body and before you realise it you've effectively done a mini-workout!

The challenge is building games that are appropriately geared towards exercise to help people avoid injury; which are considerate of people's mobility and fitness; and which provide multiple modes of exercise and variety of movement.

RealFit currently offers the most varied bodyweight training exercises available in any VR application.



What do you want/need/hope for/from the vertical/market/industry?

I hope we continue to innovate - and brands don't simply migrate (non-interactive) YouTube fitness channels into VR.

As an industry I hope we are progressive with social issues relating to body image, accessibility and inclusivity. Traditionally it's still common for fitness companies to use aspirational body imagery in marketing to exploit people's low confidence in their body or mislead them about what their product will achieve. While the norms for VR/AR fitness brands haven't yet been established, there's an opportunity to show that there are more positive ways of showcasing our solutions.

We also need further evolution in the ergonomics of headsets, to be lighter, more comfortable and suited to the mobile and sweaty nature of exercising.



Valkyrie Industries Ltd

Summary

Valkyrie Industries was created in 2017 by founders, Ivan and Kourosh with the vision to build haptic technology for immersive headsets. Since the company's inception, we have developed our first development kit which was used in a variety of enterprise driven pilots across multiple industries. Our pilots helped to strengthen our core IP in electro-muscular stimulation (EMS) using gestural libraries to provide active resistance feedback in any virtual simulation.

Since Q2 of 2021, we have decided to apply our technology to the digital health and fitness industry where we are using our patented technology to enable active resistance training for sports and fitness in Virtual Reality and the Metaverse to follow.

Our patented wearable technology allows users to feel the force feedback of any interaction using electro-muscular stimulation (EMS) pads, our bespoke software and to turn every movement in Virtual Reality (VR) into a real-time immersive application.

Company Facts

Website	https://www.valkyrieindustries.co.uk/
Email	kourosh@valkyrie-vr.com
Contact Name	Kourosh Atefipour
More Information	URL
Company Size	5-10
Revenue	N/A

Customers

Whilst our main customer channels lay in B2C, we are collaborating with a variety of Gyms, PTs, Gym equipment manufacturers, fitness apparel, VR headset manufacturers and content creators. At this time, we are unable to provide names due to GDPR.

Company Details

Name of your Solution, Service, App

Eir

Type of Company

Hardware manufacturers

Which industry vertical/sector do you target?

Digital health and fitness

How does your solution addresses the current global situation?

With COVID-19 bringing most gyms to a standstill, people have been looking for new and safer ways to exercise, while still being connected and engaged. Valkyrie is developing solutions that enable users:

- to be able to exercise efficiently while staying at the comfort of one's home,
- to feel connected while doing fitness exercises,
- to be engaged in the sports routines and
- to avoid commuting to the gyms.



What do you want/need/hope for/from the vertical/market/industry?

We are looking to see an increase in demand for virtual solutions for traditional health and fitness providers. With this, we can bridge their established fitness regimes within our solution to build a fitness metaverse like no other.



VR Motion Learning GmbH & Co KG

Summary

Tennis Esports is a multi-featured platform for training and playing tennis in VR. The focus of the development in the past years was to create the most realistic and immersive ball experience despite all hardware and network limitations. The demo version is now available on the Oculus Quest 2, the most popular consumer VR headset. You only need a space of 4x2 meters at home to hit the virtual balls with the Quest controllers.

You may choose a larger space, up to half a tennis court, where you may run and strike the balls with a real tennis racquet just like on the real tennis court. This makes virtual reality and real tennis on court incredibly close.

Company Facts

Website www.vr-motion-learning.com
Email gregory@vr-motion-learning.com
Contact Name Gregory Gettinger
More Information [URL](#)
Company Size 10-20
Revenue Undisclosed
Customers Tennis Players

Company Details

Name of your Solution, Service, App
 Tennis Esports

Type of Company
 Software

Which industry vertical/sector do you target?
 Virtual Sports

How does your solution addresses the current global situation?

We address the fitness@home, esports and tennis market, when people want to avoid traveling and time consumption.



What do you want/need/hope for/from the vertical/market/industry?

User Cases



WIN Reality

Summary

Nested just behind Austin’s famous Pennybacker bridge overlooking beautiful Lake Austin, WIN Reality is changing how baseball and softball players across the world train to get better. Our team is full of world class developers changing the VR landscape, former professional ballplayers dedicated to improving the way the game is played, and people passionate about creating a one of a kind experience.

Company Facts

Website <https://winreality.com>
Email info@winreality.com
Contact Name Jesse Easdon
More Information [URL](#)
Company Size 50-100
Revenue undisclosed
Customers 20+ MLB teams, hundreds of D1 programs, and thousands of individual players across the US

Company Details

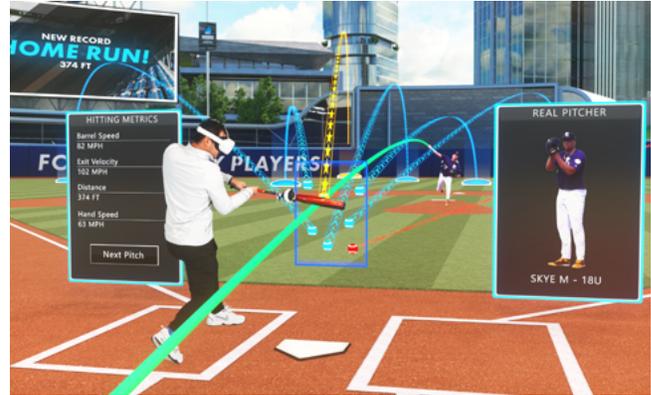
Name of your Solution, Service, App
 N/A

Type of Company
 Software

Which industry vertical/sector do you target?
 Sports Performance

How does your solution addresses the current global situation?

During the pandemic, WIN Reality provided athletes with a way to maintain and improve their peak performance. Historically, baseball and softball players have had to wait for a game-scenario to face full speed competition; but with WIN Reality, it is constantly available, against a customizable skill set that ranges from youth to professional.



What do you want/need/hope for/from the vertical/market/industry?

N/A



XRWorkout Inc

Summary

VRWorkout is a hand tracking based full body exercise game with custom music, dynamic difficulty based on heart rate and multiplayer workouts.

Our goal is to be the most effective workout in VR, pushing the boundaries of movements in virtual reality with crunches, pushups, burpees and more.

As a fitness first app the body weight exercises have the highest priority in the game adding gamification incentives to keep players interest up and their exercise effective.

Workouts are progressively generated to always stay fresh, and 10 minutes are enough for an effective VRWorkout

Company Facts

Website <https://xrworkout.io>
Email michael@xrworkout.io
Contact Name Michael Gschwandtner
More Information [URL](#)
Company Size 5-10
Revenue pre revenue
Customers
 Casual users, Body conscious, Health focused users

Company Details

Name of your Solution, Service, App
 VRWorkout

Type of Company
 Software

Which industry vertical/sector do you target?
 xr fitness

How does your solution addresses the current global situation?

We are the first hand tracking based full body fitness app



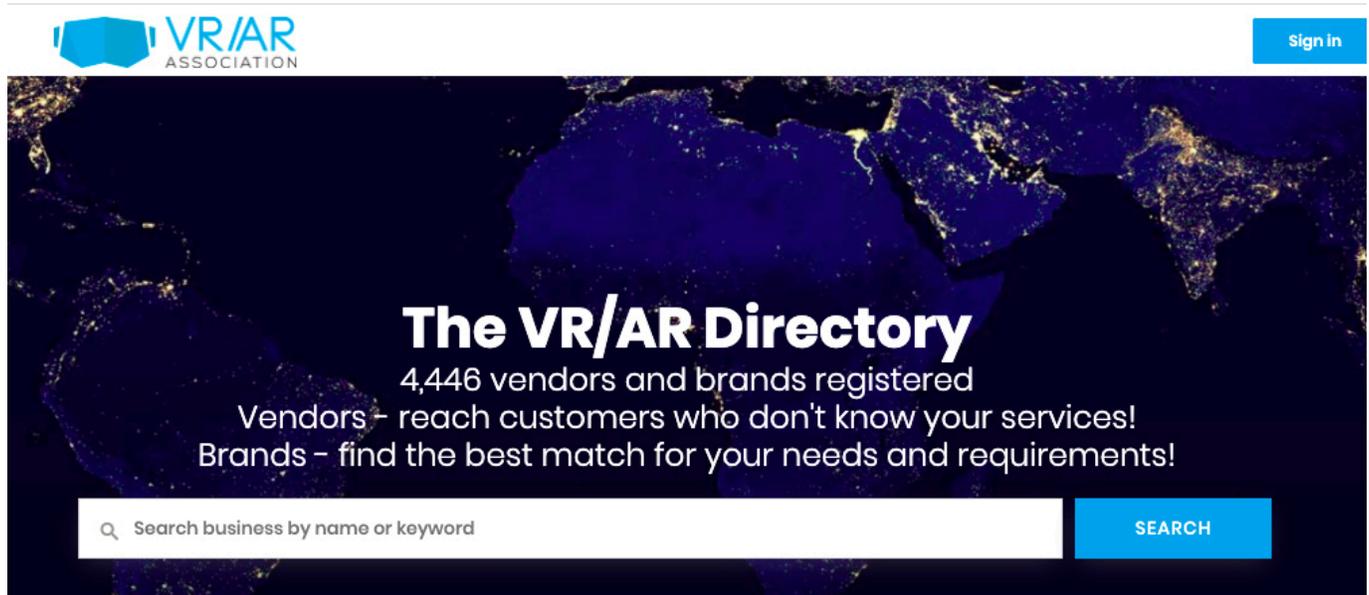
What do you want/need/hope for/from the vertical/market/industry?

The massively expanding vr fitness vertical will help us grow into a strong next generation fitness brand

Directory

Search and find more companies in our VR/AR Directory thedirectory.thevrara.com

It's free for anyone to post their listing and search. VRARA Members get additional premium functionality.



VR/AR ASSOCIATION Sign In

The VR/AR Directory

4,446 vendors and brands registered

Vendors – reach customers who don't know your services!
Brands – find the best match for your needs and requirements!

Search business by name or keyword SEARCH



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and business growth conference**

More info and apply here: www.immerseglobalnetwork.com