Beat: Health

LES MILLS TAKES MARTIAL ARTS INTO THE METVERSE

WITH BODYCOMBAT VR APP

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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.

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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

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