

## **ICAROS - Who we are. What we do.**

ICAROS GmbH was founded in Munich in 2015 by the industrial designers Johannes Scholl and Michael Schmidt out of the Munich-located innovation agency HYVE. The interdisciplinary team around the founders has constantly been growing. The ICAROS team consists of sports scientists, designers, engineers, software developers and marketing- and sales specialists. ICAROS has developed a variety of hardware products and software experiences combining Fitness and Gaming. So far, well over 2,000 ICAROS systems have been installed in fitness and rehabilitation facilities, as well as in hotels and arcades all over the world. From luxury hotels in Macau to Spas in Ibiza all the way to cruise ships on the Atlantic Ocean.

Beyond its geographic expansion course, ICAROS has developed a diverse range of products for most varied applications. With the introduction of the ICAROS Home in 2018, the company entered the end-consumer market. Since then, the end-consumer business has become ICAROS' largest market segment. In 2020, the inflatable full-body workout device ICAROS Cloud was released, in 2021, the smaller version -ICAROS Cloud 360- completed the company's consumer portfolio.

Besides various VR-games and experiences, such as ICARACE, a global online multiplayer platform for competitive virtual reality e-sports, the ICAROS App enables users to enjoy ICAROS workouts on mobile devices. The ICAROS App is available for iOS and Android and includes a constantly growing library of entertaining exergames, workouts and classes.

## **What was the original thought when the first ICAROS was designed?**

The original objective that brought up the idea and the design for ICAROS was nothing less than fulfilling an ancient dream of humankind:

*Make people fly.*

The vision henceforth was to create highly motivating and healthy training experiences against the tiredness of movement in our society. For this purpose, ICAROS has set itself the task of creating the most effective and exciting training experiences in the world. With success.

## **What's the idea behind the workout with ICAROS and how does it differ from other high-tech training devices?**

ICAROS stands for fitness, but offers much more than classic training with its entertaining exergames - and is consequently different from all other high-tech fitness systems: Of course, ICAROS trains strength, coordination and conditioning – but while working out you fly through the Alps, dive into the ocean or compete with other athletes around the world in futuristic worlds at ICARACE, a global online multiplayer racing game.

## **What's the effect of a workout with ICAROS?**

ICAROS has been proven to provide effective and efficient training in calorie expenditure and muscle activation, especially in the core muscles. In addition, training with ICAROS improves coordination skills and balance. With experiences like the ICAROS App, ICAROS enables training alternatives for the whole

body beyond virtual reality. Thus, the workout with ICAROS is the optimal way to improve your strength, stability and reaction skills sustainably - no matter how fit you are or still want to be. Various studies conducted by accredited sports universities demonstrate the effectiveness of ICAROS training in the areas of strength, stamina and balance. The "ICAROS Plank" demonstrably shows a doubling of muscle activation compared to the kneeling plank on the floor. At the same time, calorie consumption is 30% higher than with static exercise.

### **Where are ICAROS devices manufactured and what are their safety standards?**

ICAROS systems are produced in Europe and meet the highest standards of quality, design and safety.

### **Which VR-systems are compatible with ICAROS systems?**

ICAROS systems are compatible with leading virtual reality platforms, such as HTC Vive, Oculus Rift, or the wireless PICO headsets. In addition, ICAROS offers non-VR setups with tablets or screens mounted to the devices.

### **How do the devices work?**

All ICAROS devices are purely mechanical. The control of the movements in the virtual space is enabled by a custom developed motion sensor -the ICAROS Controller- which is attached to the device's handle. The controller can be connected to various VR headsets using Bluetooth or USB cable.

### **What products do exist and what are they designed for?**

*ICAROS Home* Systems are optimized for private use and can be installed almost anywhere. The devices are mobile, lightweight and robust. ICAROS Home devices have been recognized for their outstanding design and unique training capabilities. The training intensity can be influenced on the hardware and software side.

*ICAROS Pro* combines fitness with virtual reality and is optimized for long-term, commercial use. The devices are robust, have a small footprint. The training intensity can be influenced on the hardware and software side - the angles and resistances can be set multi-level. ICAROS Pro devices are manufactured in Germany, can be operated almost anywhere and have been awarded for outstanding product design, effective training and unique user experience.

*ICAROS R* - the motorcycle simulator is highly immersive, easy to operate and provides an exciting experience for kids, adults and adrenaline junkies. ICAROS R devices are optimized for professional use - they are robust, easy to handle and high quality. In addition, they are characterized by their mobility, high throughput and small footprint.

*ICAROS Health* is designed for use in therapy and rehabilitation. The devices are extensively adjustable and offer various support and access aids for people with physical limitations. The systems are

manufactured to the highest quality standards in Germany. The software for the ICAROS Health is also focused on therapeutic purposes.

*ICAROS Cloud and Cloud 360* are designed to provide full body workouts for you at home, at boutique studios and for group workouts at the gym for people of all ages and fitness levels. Workout your core, build leg- and upper body muscles and improve your coordination and balance with instable exercises on the ICAROS Cloud. As with all ICAROS products, the Cloud has a digital interface, allowing you to experience ICAROS exercises with your smartphone or tablet.

### **What kind of experiences does ICAROS offer?**

ICAROS creates exciting, motivating and entertaining games and experiences for fitness, entertainment and health facilities visitors, as well as for ICAROS Home users. Conquer the skies of the Swiss Alps, prove your firepower and aim at shooting drones, explore the underwater world or compete in live races with other ICAROS pilots around the world at ICARACE. When working out with ICAROS, not even the sky is the limit.

Consequently, all ICAROS experiences are optimized for the operation in fitness and entertainment facilities with high throughput or can be adapted to individual demands at home. They offer different game modes, levels of difficulty and playing time. Besides, every single experience serves a distinct purpose. Depending on personal preferences, the user can choose between experiences either focused on fitness, entertainment, or health. All apps are compatible with different VR headsets or mobile devices.

### **ICAROS – We make you fly**

ICAROS has been honored with the following awards:

- German Design Award 2021
- UX Design Award 2020
- Red Dot Award 2018
- Red Dot Honourable Mention 2016
- ISPO Brandnew Overall Winner 2016
- ISPO Brandnew Award 2018 – Gold Winner
- UX Design Award 2016 – Gold Winner
- German Design Award Gold 2017

For further information visit [www.icaros.com/de/](http://www.icaros.com/de/) , <https://shop.icaros.com> and follow us on



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