

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 been continuously growing, currently counting 20 members of sports scientists, designers, engineers, software developers and marketing- and sales specialists. Since 2015, the company has developed a diverse range of products for most various applications. Besides the ICAROS Pro for professional use in fitness studios, with ICAROS Home the company now also offers an exercise-system for private customers. With the release of the ICAROS R, a highly immersive motorcycle simulator and ICARACE, a global online multiplayer platform, the company also expanded into competitive virtual reality e-sports.

In the medical sector, users profit from the therapeutic benefits of ICAROS Health.

ICAROS has become global on the most different levels.

So far, well over 1,000 ICAROS systems have been sold and installed in fitness and rehabilitation facilities, as well as in hotels and arcades all over the world.

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 Active VR experiences - and is consequently different from all other high-tech fitness systems: Of course, ICAROS trains strength, coordination and conditioning – however, 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. And of course, 2020 has a lot more to offer...

The absolute novelty this year is the ICAROS Cloud. What special about the exercise experience with the ICAROS Cloud?

The ICAROS CLOUD is a digitally connected training tool. It was designed to be part of group training classes in gyms just as well as a fully developed home training device.

The Cloud follows a very simple concept that is known from the famous tumblers. The center of the spherical surface is so clearly above the center of gravity of the ICAROS Cloud that it is very easy to maintain a stable balance on it. Thanks to the adaptability of the footrest position, the push-pull

handles, and the softly padded deck, the Cloud is just as suitable for children from 120 cm tall as for adults up to 196 cm.

The key to training on the cloud is its digital experiences that the ICAROS Cloud offers. You can fix a tablet, smartphone or the ICAROS controller using the integrated interface on the bow of the cloud. This turns the cloud into a gamepad on which you can fly through virtual rooms using weight shift, coordination, and strength, or exercise via exergames on tablets or smartphones.

With its diverse programs - from CORE to FlyYoga, FastForward and PowerUp to Exergame BrickBreaker - ICALETHICS offers an extraordinarily effective training cycle. Other VR training games such as Predator + Prey and ICARACE help make the cloud a daily companion to the individual sports program. Online multiplayer, flying on a dragon, being part of a community, training your balance and strength, experiencing pilates and yoga anew:

The user can do all of this with the ICAROS Cloud.

Get fit or stay fit - in a playful way.

For which applications is the cloud designed? Who can buy it, who can use it?

The ICAROS Cloud is for every one of us. Movements as part of our ICALETHICS training cycle, developed and tested by sports scientists and professionals, dragon-riding with the aim of protecting the dragon nest, controlling a spaceship, using gazing to take out opponents and mastering flight in space with perfect body control - all this and a lot more is made possible by the ICAROS Cloud - for people of all ages and fitness levels. With the option of attaching rubber bungees to one of the eight power loops, it is even possible to replace classic weight training. No matter whether in the fitness studio or for the training at home.

In addition to the cloud, ICAROS will introduce the ICAROS Hub in 2020. What exactly is the ICAROS Hub?

The ICAROS HUB is the central ICAROS platform on which all ICAROS experiences are accessible. Users or operators can also view their usage data and statistics to track their progress or, in the case of the operator, to be able to track the utilization of the devices, for example. Also, new titles for all supported systems are always made available on the HUB or kept up to date. Standard functionalities, such as our classic game AIM, are integrated with the free basic package. Additional titles can be selected in the subscription model.

In October 2019, the second ICARACE World Championship took place in Munich. Will there be another Championship in 2020?

Absolutely. Due to the outstanding success of our second World Championship, there will be even more international tournaments throughout 2020.

In 2019 we hosted 264 visitors and 12 pilots from 5 countries. A prize money of 8.000 € was won by the champions and 1.500 € were donated to INITIATIVE KREBSKRANKE KINDER MÜNCHEN E.V., an organization who helps children that suffer from cancer.

In consequence, we would also like to thank our partners and sponsors of Giesinger Bräu, Breathe Organics, Gustavo Gusto, MIFCOM, Under Armour, FIT STAR München and Hochschule für angewandtes Management - HAM and -last but not least the ICAROS team - for making such incredible event possible.

What's the effect of a workout with ICAROS?

ICAROS products have been proven to provide effective and efficient training in calorie expenditure and muscle activation, especially in the core muscles. On top of that, training with ICAROS improves coordination skills and balance. With experiences like ICALETHICS, 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.

Which VR-systems are compatible with ICAROS systems?

ICAROS systems are compatible with leading virtual reality platforms, such as HTC Vive, Oculus Rift and others. Also, 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.

Are ICAROS products (environmentally) sustainable?

From development to delivery of all products, ICAROS attaches great importance to the highest quality and sustainability.

What are on the market right now, 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 by 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 by 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 of 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 ICAROS Health is also focused on therapeutic purposes.

What kind of experiences does ICAROS offer?

ICAROS creates exciting, motivating and entertaining VR 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 globe 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 a 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.

ICAROS – We make you fly

ICAROS has been honored with the following awards:

- 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/ and follow us on



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