

## NEED TO KNOW Membership Information:

### **Free 30 day trial**

\* We give potential members 30 days to try Black Box because we want them to be able to truly experience all aspects of membership. (Demo, placement battles, ranking in a league, and moving up arenas)

**Unlimited Pass:** \$199 (SF) per month, subscription based

**8 times per month:** \$149

**4 times per month:** \$89

**Single Sessions:** \$27

### **What is Black Box VR (2 sentence version):**

Black Box has created a resistance cable machine in tandem with a virtual reality video game. We have combined the two to have your body be the controller in virtual reality using the machine.

Essentially, you are playing a video game while you workout. For example if you pick chest press, you are shooting out a laser beam that is breaking down your enemies walls or crystal.

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Information below is good for you to know.....

### **Who is your target market?**

At Black Box, we believe that through innovative engagement mechanics, user personalization, real-time form tracking, coaching AI, game mechanics, deep data analysis and artificial intelligence, we will be able to reach a diverse demographic of people. Our core age group focuses on 25-40 year olds that want to improve their health and fitness, have an affinity for games and want workouts that are data-driven, engaging and time-efficient.

### **How unique from other virtual reality products?**

Black Box's uniqueness comes through the combination of immersive technologies with innovations in hardware and game design. Each element supports another to create a fitness experience like never before. One key differentiator is our patent pending Dynamic Resistance Machine that is specifically designed to deliver real resistance in a virtual environment. Nobody in the market is delivering real resistance that corresponds to an immersive virtual sport like we are. The Dynamic Resistance Machine is mapped in the virtual environment so when you reach out to grab a virtual handle, you are actually grabbing the handle in the real world. You can feel it. We've also created wearable devices that give you awareness of hand position without the need to hold a controller.

The Dynamic Resistance Machine calibrates to how tall you are and prescribes resistance based on your goals and fitness level. The machine itself runs through the game engine, so it responds to your gameplay and can change the weight and angles of tension without you ever having to make manual adjustments. This allows you to be fully immersed in the experience, while the number crunching, rep counts, weight counts and form tracking happens behind the scenes. Every successful rep you perform in the game corresponds to some action in the Black Box game, keeping you at the center of the action. The dynamic nature of the machine opens up a vast toolset for us to use in the game to give you the best fitness results. It allows for automatic drop-sets, negative reps, and much more, with the ability to smoothly change the resistance at a .1lb tolerance. This isn't just a game changer for virtual reality; it's a technology that is a leap forward for the fitness industry as a whole.

### **Does this product work out a specific muscle or all muscles?**

We are building science-backed routines that increase the functional fitness of our users. Because the Black Box Dynamic Resistance Machine is cable-based, you can do a wide range of movements that hit all major muscle groups with real resistance. We have also built in active rest flows that give you the high intensity interval training to provide cardiovascular benefits.