

Your Chance to Try the Most Advanced VR Fitness Platform HOLOFIT by Holodia & Win Great Prizes at Their Pop Up Store in Zürich, May 22 - June 17

The Swiss company Holodia is opening their Pop Up store on May 22 - June 17 at Freiraum, Zürcher Kantonalbank, Bahnhofstrasse 9, 8001 Zürich. This is the perfect chance for anyone to try out their VR Fitness platform HOLOFIT, and win great prizes.

In the small space, visitors will be able to try any feature of this platform, gather all the information, and win great prizes. Maybe even do that day's cardio there!

HOLOFIT was designed to make fitness fun and addictive. Its constantly-updated 36 VR workout tracks in 4 different workout modes ensure that your cardio workouts are exciting, competitive, social and help you maintain your fitness goals.

Simply connect HOLOFIT to your rower, select your desired workout mode, cardio goals and one of the virtual environments, and you'll be ready to start your HOLOFIT adventure. You can collect your workout data and compete against other HOLOFIT users through their accompanying HOLOFIT app.

If you're in the area, don't miss out on this opportunity. Holodia would love to have you!

For media inquiries, please contact Pavle Lazarevic [pavle\(at\)holodia.com](mailto:pavle(at)holodia.com)

For additional information, visit <https://www.holodia.com/>

About Holodia:

Holodia is a Swiss company that creates a lifelike experience in an immersive, highly visual, non intrusive 3D environment. Holodia's product HOLOFIT is unique software as a service that enables a fully immersive VR environment, and can be used on all major cardio fitness equipment brands.

Having the end user in mind, Holodia designed and created HOLOFIT to make fitness fun. Today, 70% of all HOLOFIT users become and stay regulars after the initial 6 months period. HOLOFIT makes cardio fitness workouts exciting, competitive, and social, and helps end users maintain their fitness goals.