

NeXR Technologies SE and JOHN REED Fitness launch trial of AvatarCloud training app at Berlin's Fitness Music Club Prenzlauer Berg

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NeXR Technologies SE (XETRA: NXR) is implementing the next steps of its cooperation with RSG Group GmbH, the world's number 1 fitness company.

Back in February, NeXR announced its cooperation with the internationally operating group, which also owns the JOHN REED Fitness Music Clubs. The first body scanner from NexR is now in the Berlin Fitness Music Club in Prenzlauer Allee to offer its members an additional added value for their training routine as part of a pilot project. Launched on 19 June of this year, members of the fitness studio chain have been able to have themselves scanned with the help of the Fusion III body scanner developed by NeXR in order to have their personal avatar created with their exact body measurements. Since the start of the test project, 1,500 avatars have already been created. As of 03 September, a second scanner will be available at JOHN REED FITNESS Berlin Gesundbrunnen.

The AvatarCloud app, which was developed in parallel, is available in the Apple AppStore and Google Play. The app is used to visualise and track training progress on one's own avatar and to perform further body scans. In addition to personal body measurements, the launch of the service displays BMR (basale metabolic rate) and body fat percentage as well as 20 other different parameters. Thanks to the body analysis, JOHN REED members can train in a more targeted and efficient way and thus have more fun. In the medium term, the generated avatars will be used in various applications in the areas of fashion, health and games. The use of the body scanner is free of charge for JOHN REED members.

NeXR Technologies SE (ISIN DE000A1K03W5) - General Standard/Regulated Market

About NeXR Technologies

NeXR Technologies SE from Berlin (XETRA: 995C) is a listed technology company with a focus on virtual reality applications. The core of the company consists of personalized, digital avatars that support users in performing everyday tasks more efficiently. These include the visualization of training successes on one's own avatar (NeXR Fitness), the virtual fitting of clothing (NeXR Fashion) or the participation in and the design of virtual live events (NeXR Show) and remote presentations (NeXR Seminar). NeXR Technologies has core competencies in 3D scanner development, motion capture, virtual reality, virtual production as well as deep understanding in gaming and data-based business models. Based on two self-developed multi-user and multi-purpose platforms, NeXR Technologies offers products and solutions for numerous user industries. NeXR Technologies SE is listed in the General Standard of the Frankfurt Stock Exchange.

NeXR Technologies SE

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Markus Peuler, Managing Director of NeXR Technologies SE: "The start of the pilot project in the JOHN REED clubs marks a decisive milestone for NeXR in a stringent product strategy in the current business year. A nationwide roll-out of further scanners is intended with the successful completion of the pilot project. This confirms our announcement that after a year of product development, we are now increasingly penetrating our target markets of fitness and fashion and, together with our partners, are building up a comprehensive network of 3D body scanners. This way, in the not too distant future, everyone will be able to get their digital twin and use it for a wide variety of applications in daily life."

For more information on AvatarCloud, please visit: avatar.cloud/de/

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Über NeXR Technologies

NeXR steht für die Entwicklung von Technologien und Apps der nächsten Generation, bei denen Augmented Reality (AR), Mixed Reality (MR) und Virtual Reality (VR) zusammenkommen, um die nächste Extended Reality (XR) zu realisieren. Die NeXR Technologies SE aus Berlin (XETRA: NXR) ist ein Virtual-Reality (VR)-First-Mover mit einzigartiger Hard- und Software-Expertise. Die Geschäftsfelder 3D-Scannersysteme, Motion Capture & Animation und VR-Experiences beschäftigen sich mit zukunftsweisenden Services und Produkten und verbinden sich innerhalb einer einzigartigen Value Chain. "3D Instagraph" entwickelt und vertreibt die eigenentwickelten Scannersysteme, mit Hilfe derer in sekundenschnelle fotorealistische 3D Avatare erzeugt werden können. "OnPoint Studios" bietet in einem der größten MoCap-Studios Deutschlands alle Dienste rund um Motion Capture und Animation an und kann die Avatare aus dem 3D-Scanner direkt und individuell animieren. Die logische Ergänzung der Value Chain bietet die Marke und VR-Agentur "VRIDAY", welche die Avatare in VR Experiences einbindet und als Agentur Beratung, Umsetzung und Publishing von VR Experience für Unternehmen bietet. Die NeXR Technologies SE ist im General Standard der Frankfurter Wertpapierbörse notiert.

Bei Rückfragen wenden Sie sich bitte an:

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