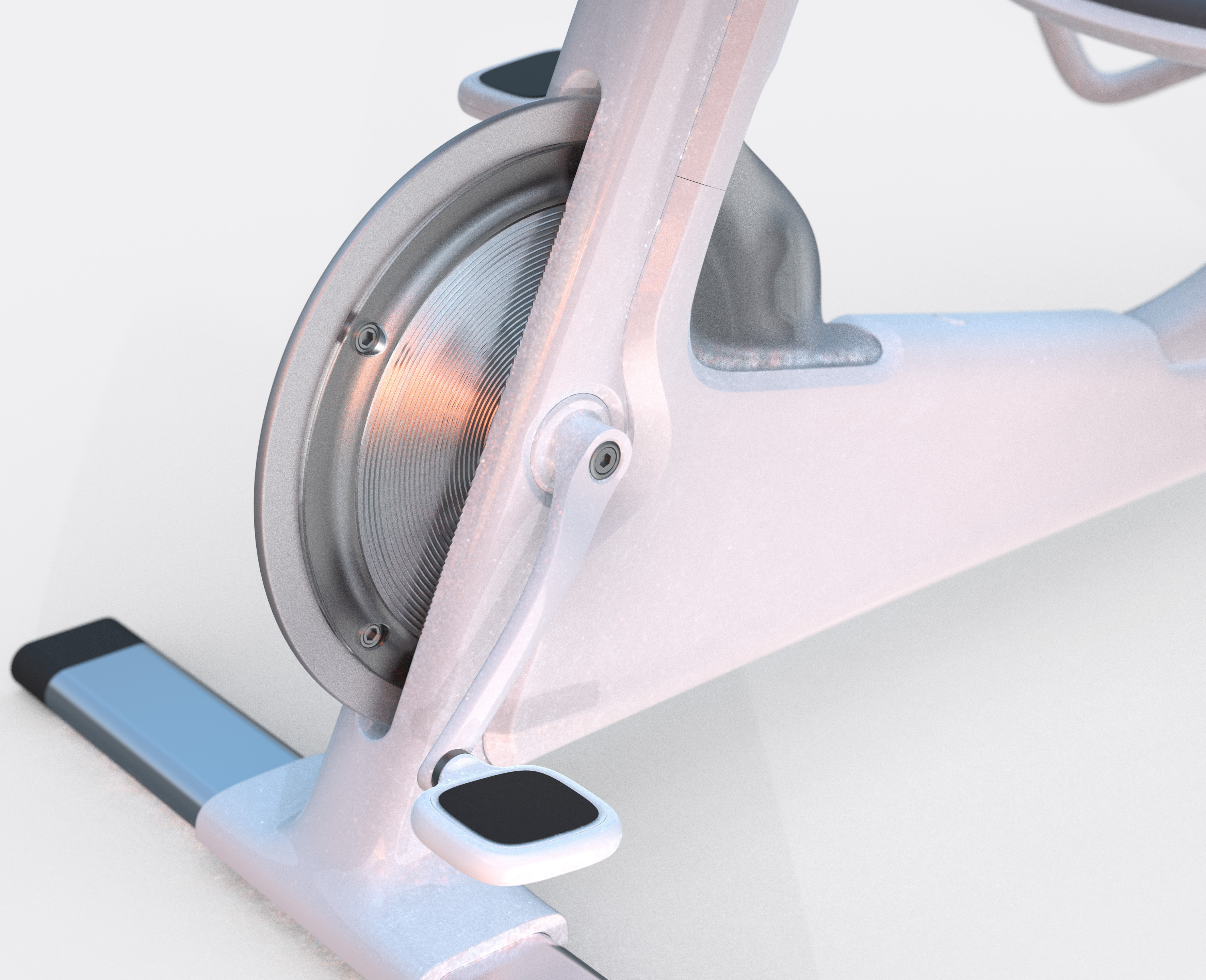


# OCULUS ROTA

an immersive exercise bike





**EXERCISE AT HOME IS BORING.**



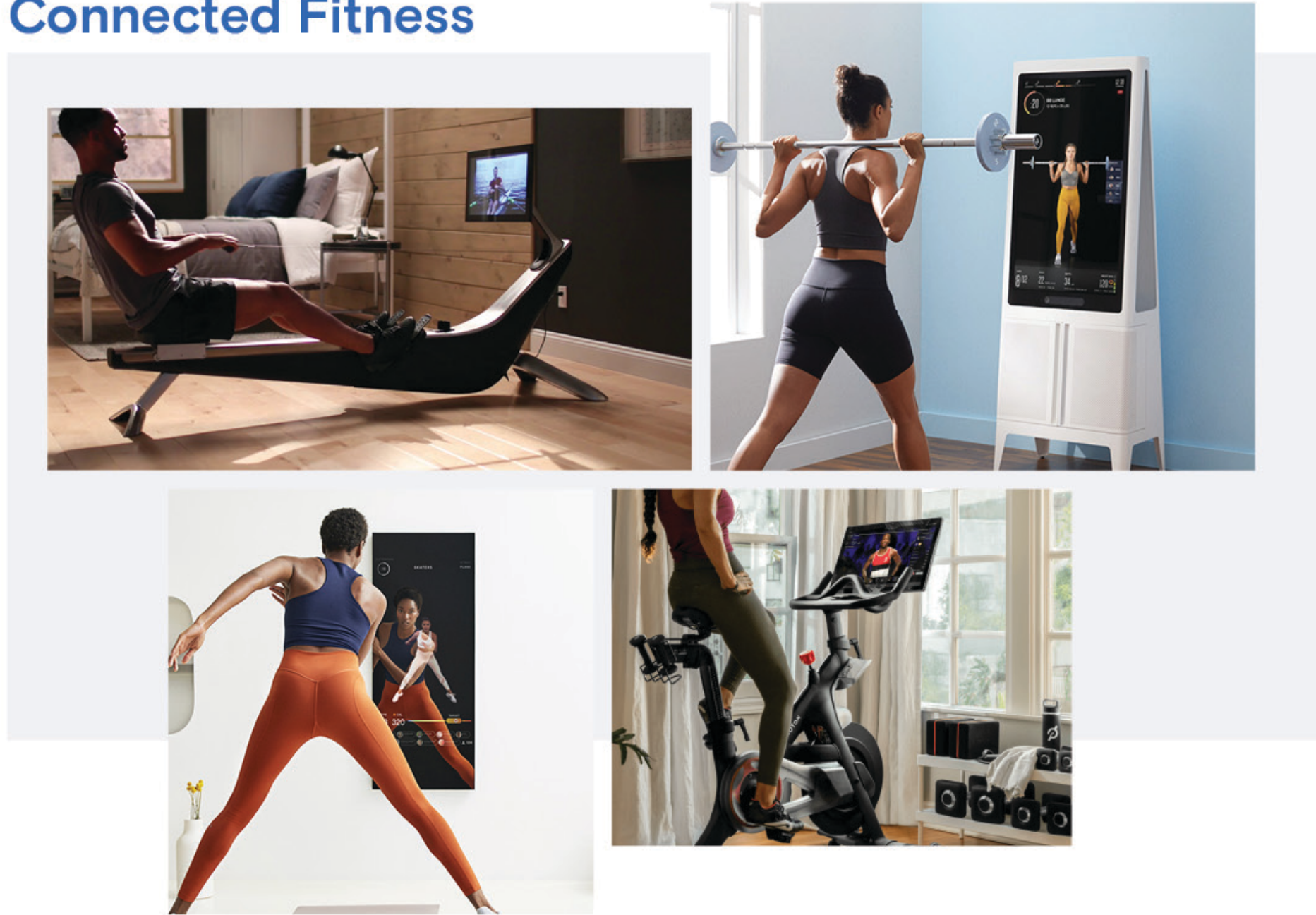


From its very conception we've used **technology** to make it better.

In the 1980's consumers tuned into Jane Fonda's televised jazzercise workouts; now they hop onto their Pelotons or Wii Fit boards. Although home fitness has come a long way, the core motivation remains the same; to have more engaging and enjoyable workouts from the comfort and convenience of the home.



## Connected Fitness



## Exergaming



## 2 groups of tech + home fitness;

The application of technology to home exercise falls mostly into two categories; connected fitness and exergaming. The former consists of products like Peloton and Hydrow where high resolution screens are used to emulate traditional workout experiences. The latter, exergaming, uses specialized hardware to simulate virtual worlds and create novel kinds of workouts.



But still, something is **missing**.



Connected Fitness  
more exercise - less play



Exergaming  
more play - less exercise





Enter  
**Virtual Reality**







Medical  
Fundamental Surgery



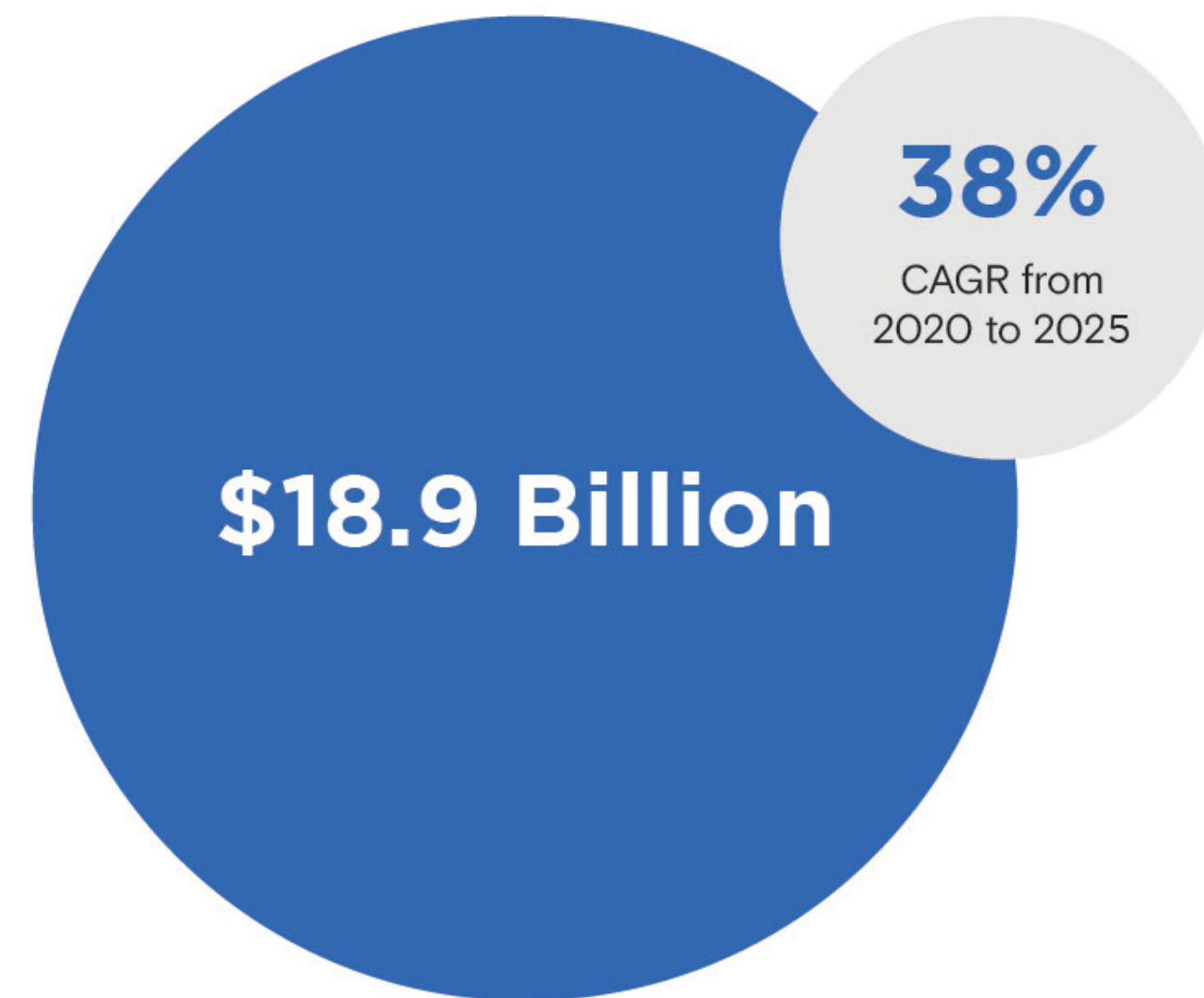
Real Estate  
Virtual Xperience



Training  
SURVIVR

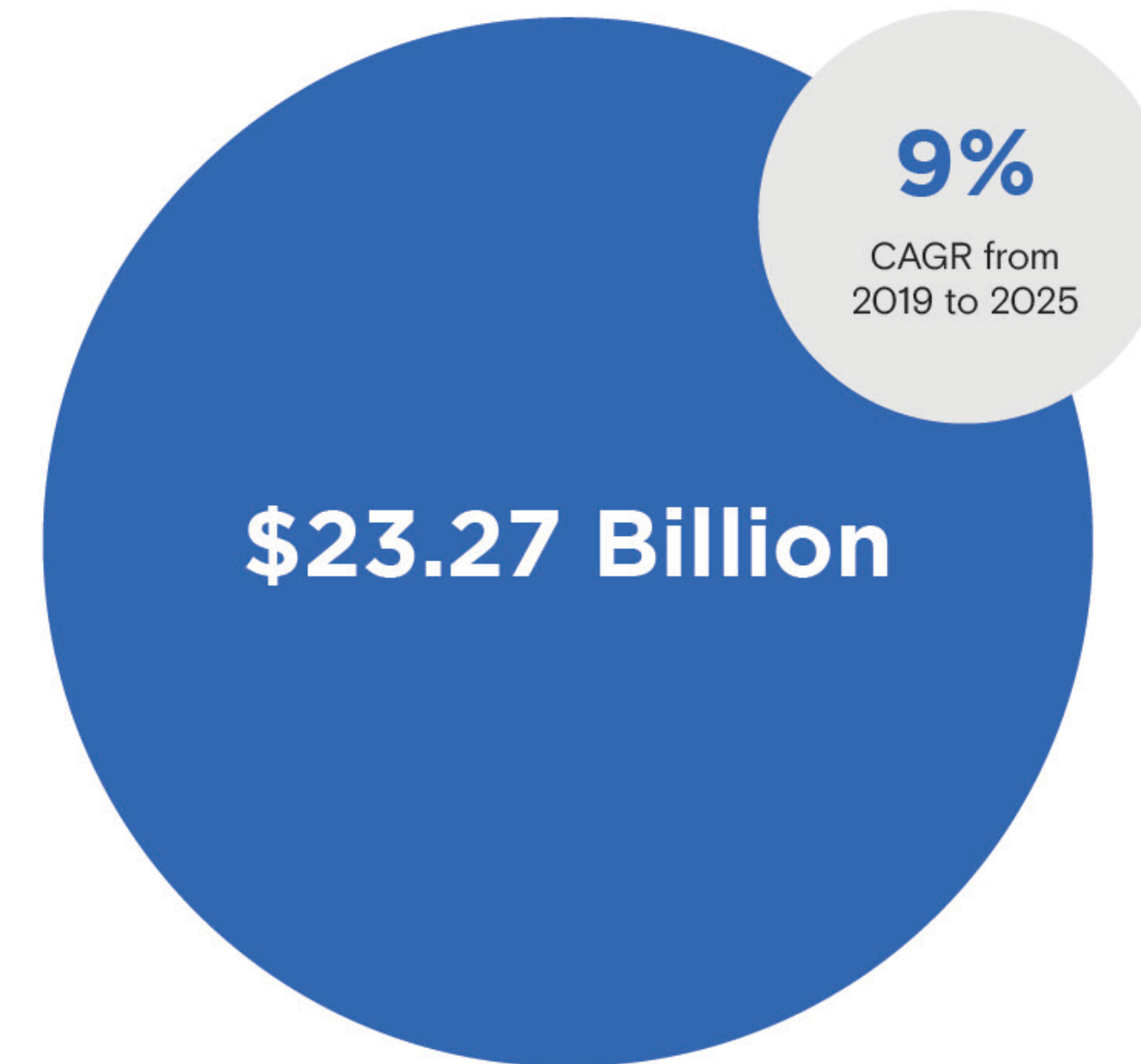


### Consumer VR Market



\*estimated market size by 2025 from [Goldman Sachs](#)

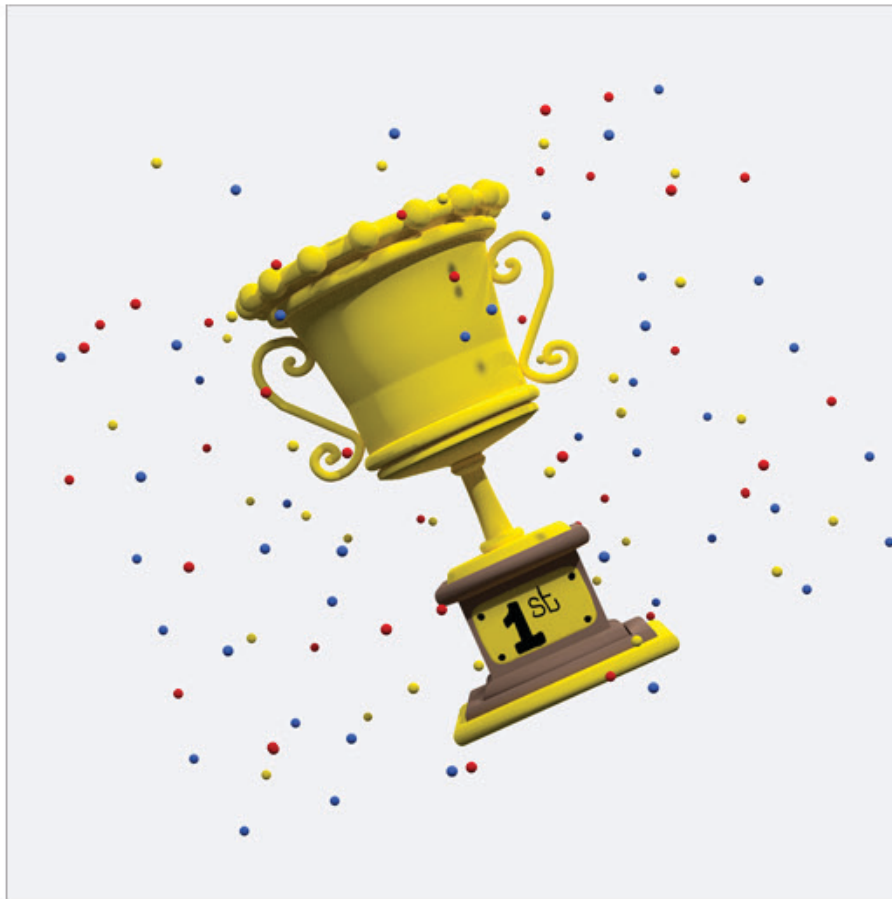
### Home Fitness Market



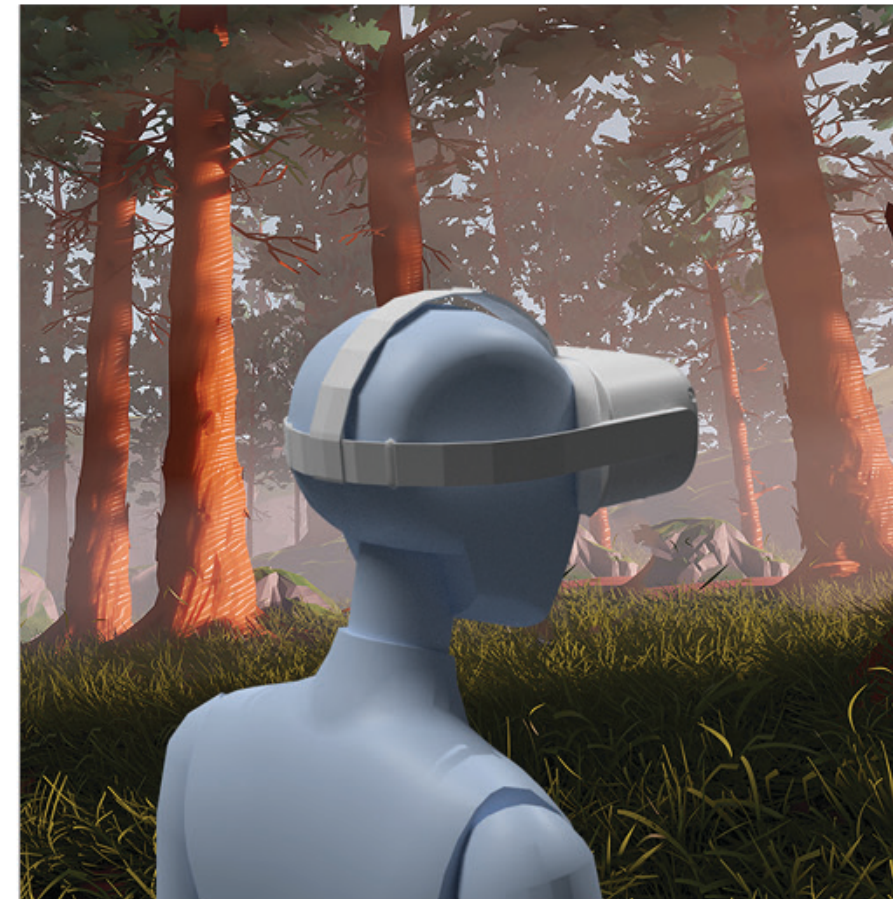
\*estimated market size by 2025 from [industrystatsreports](#)



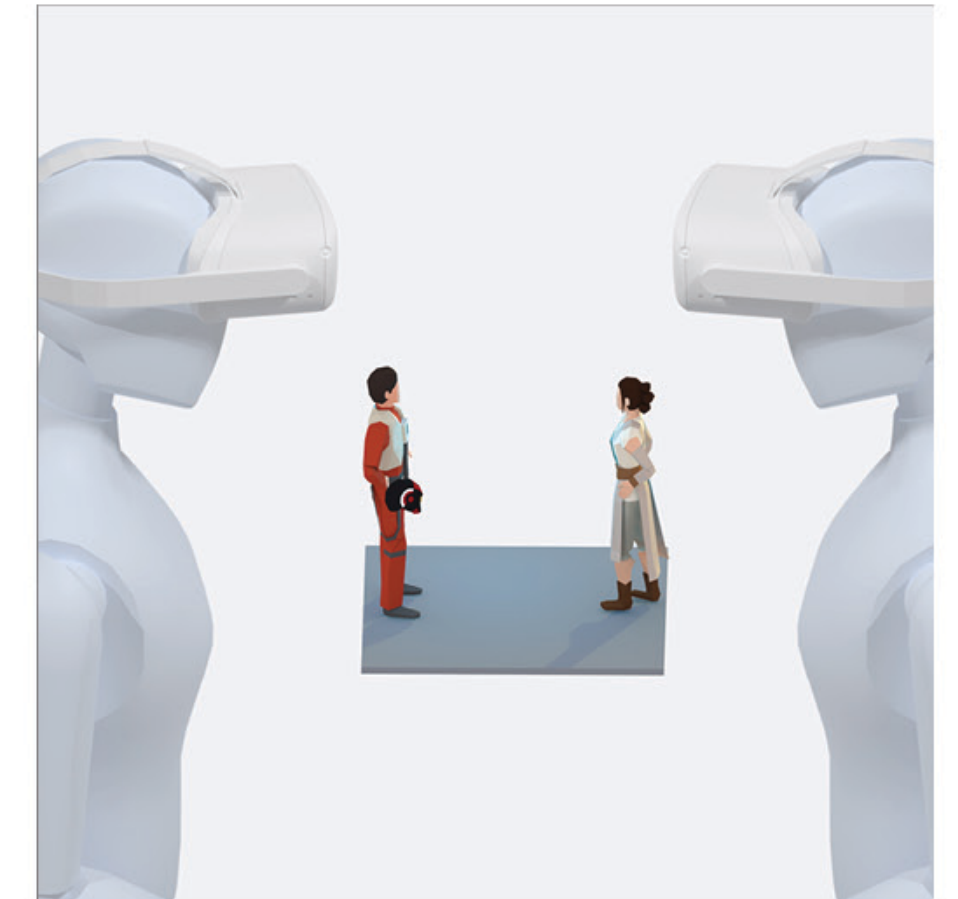
### 3 key opportunities:



**Gamified Metrics**



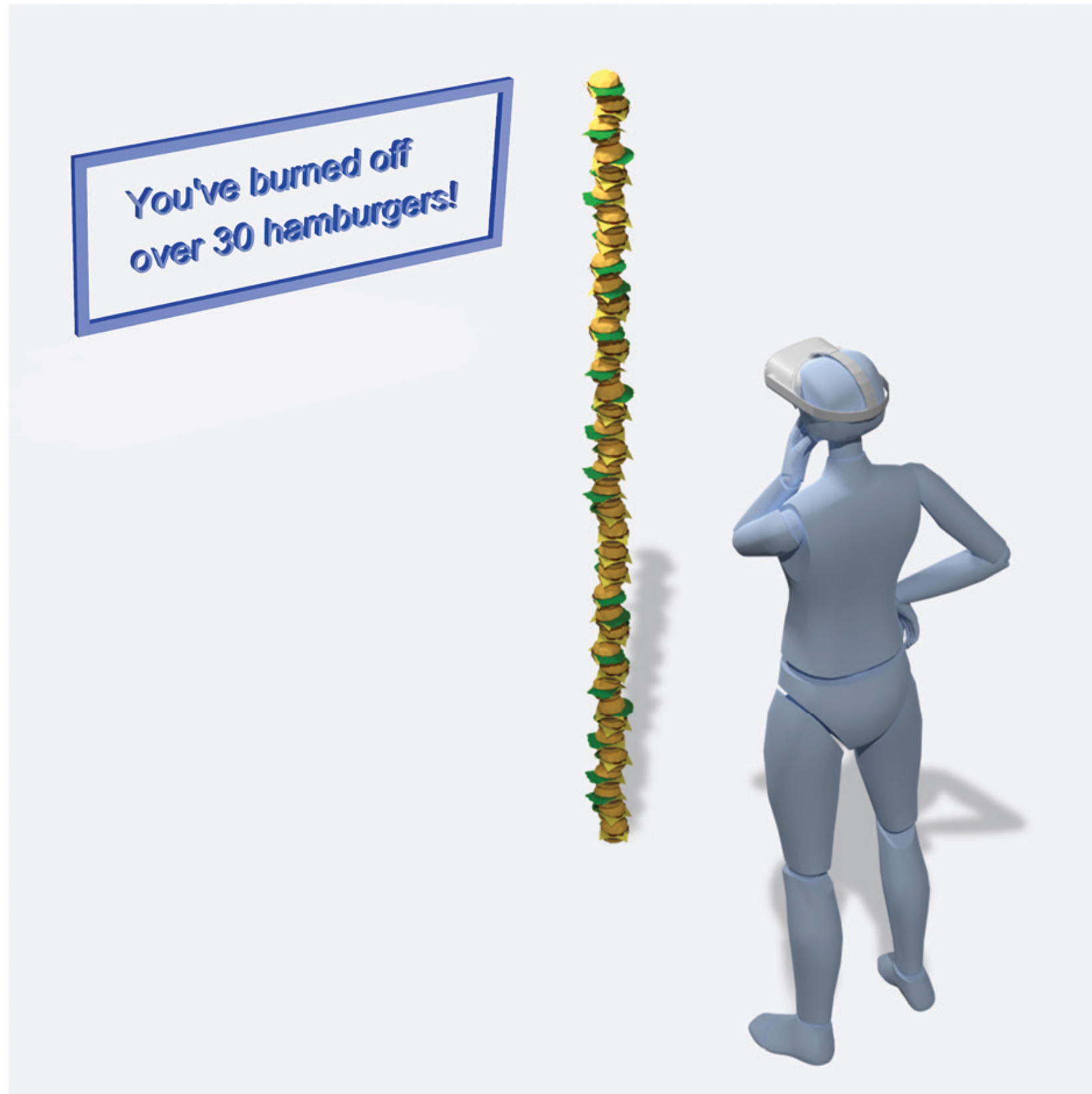
**Immersive Engagement**



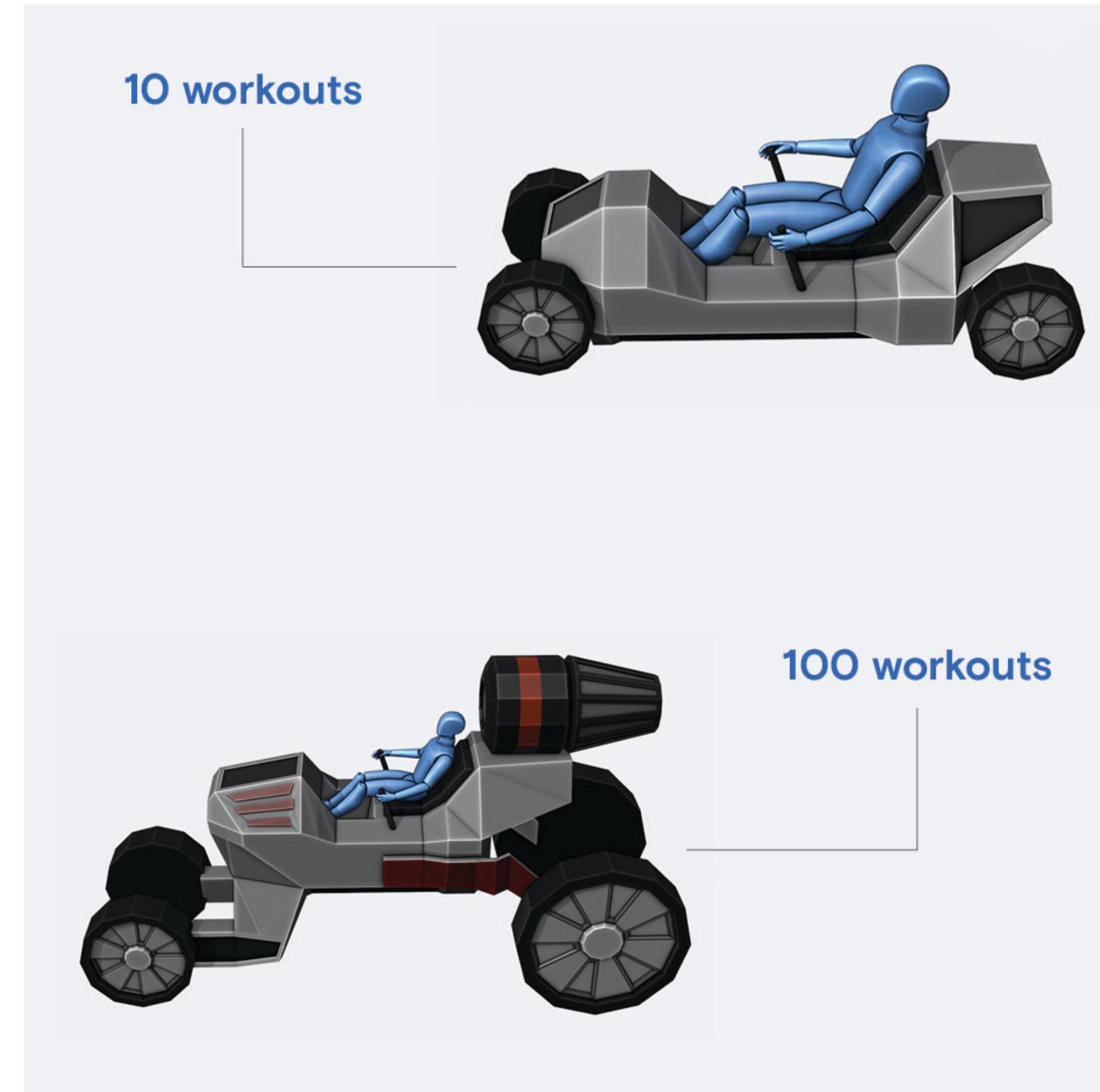
**Social Intuitiveness**



# Gamified Metrics



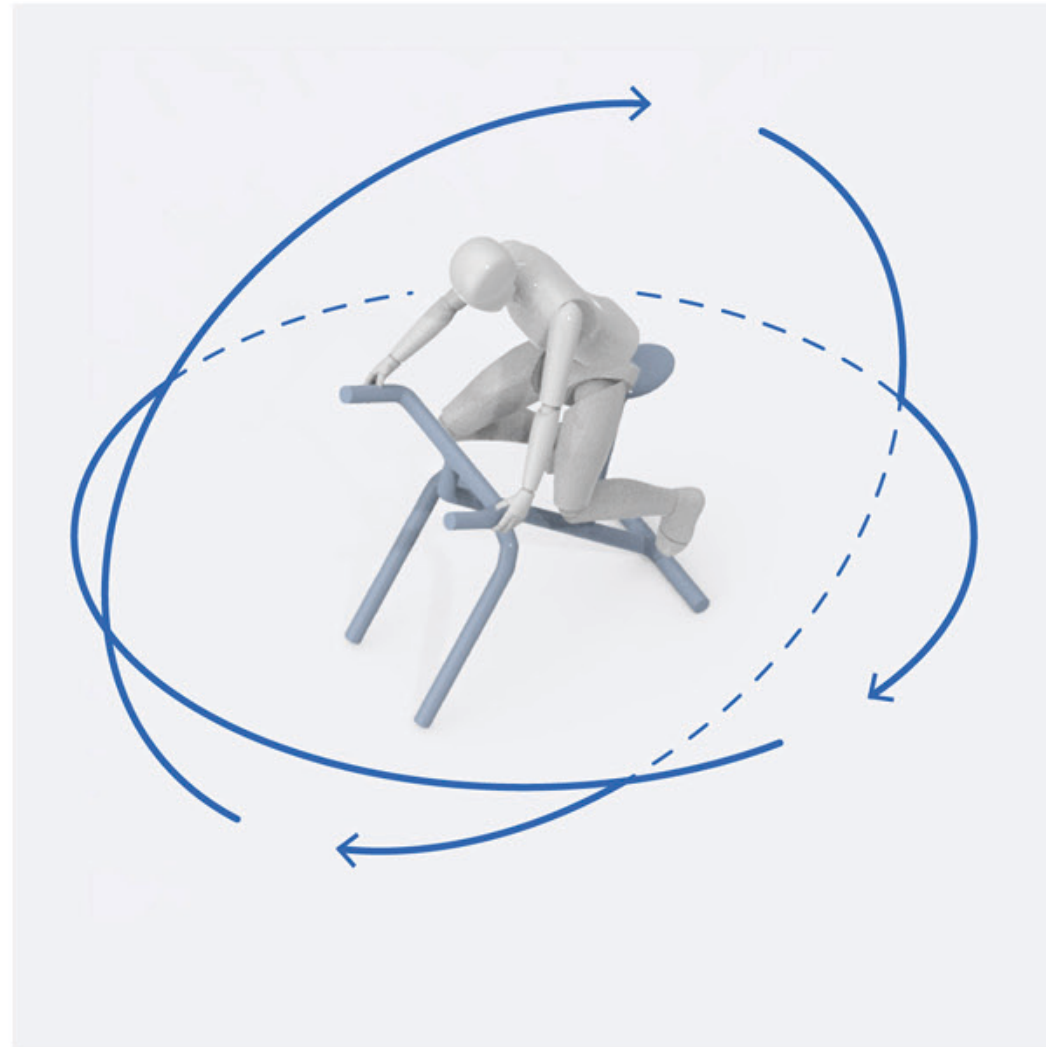
Visualization



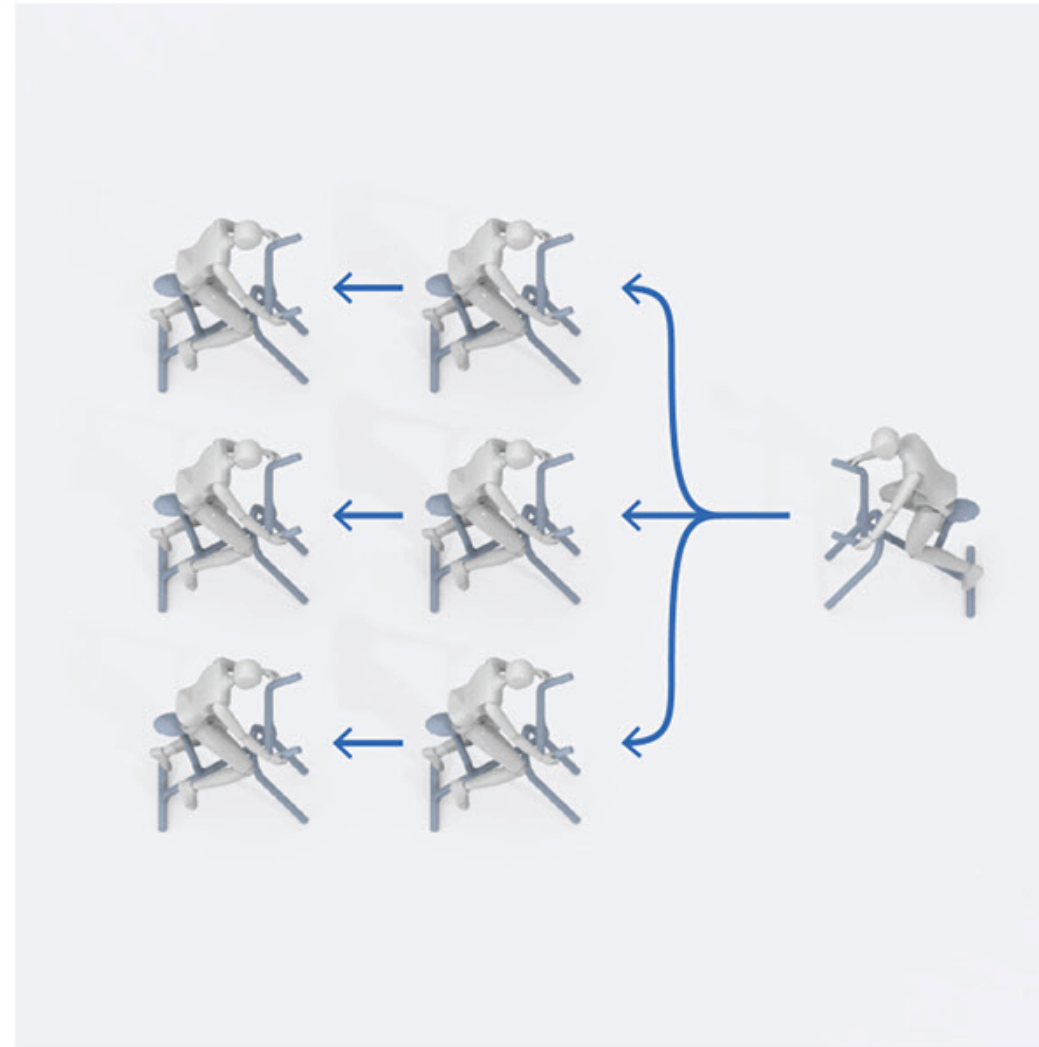
Integration



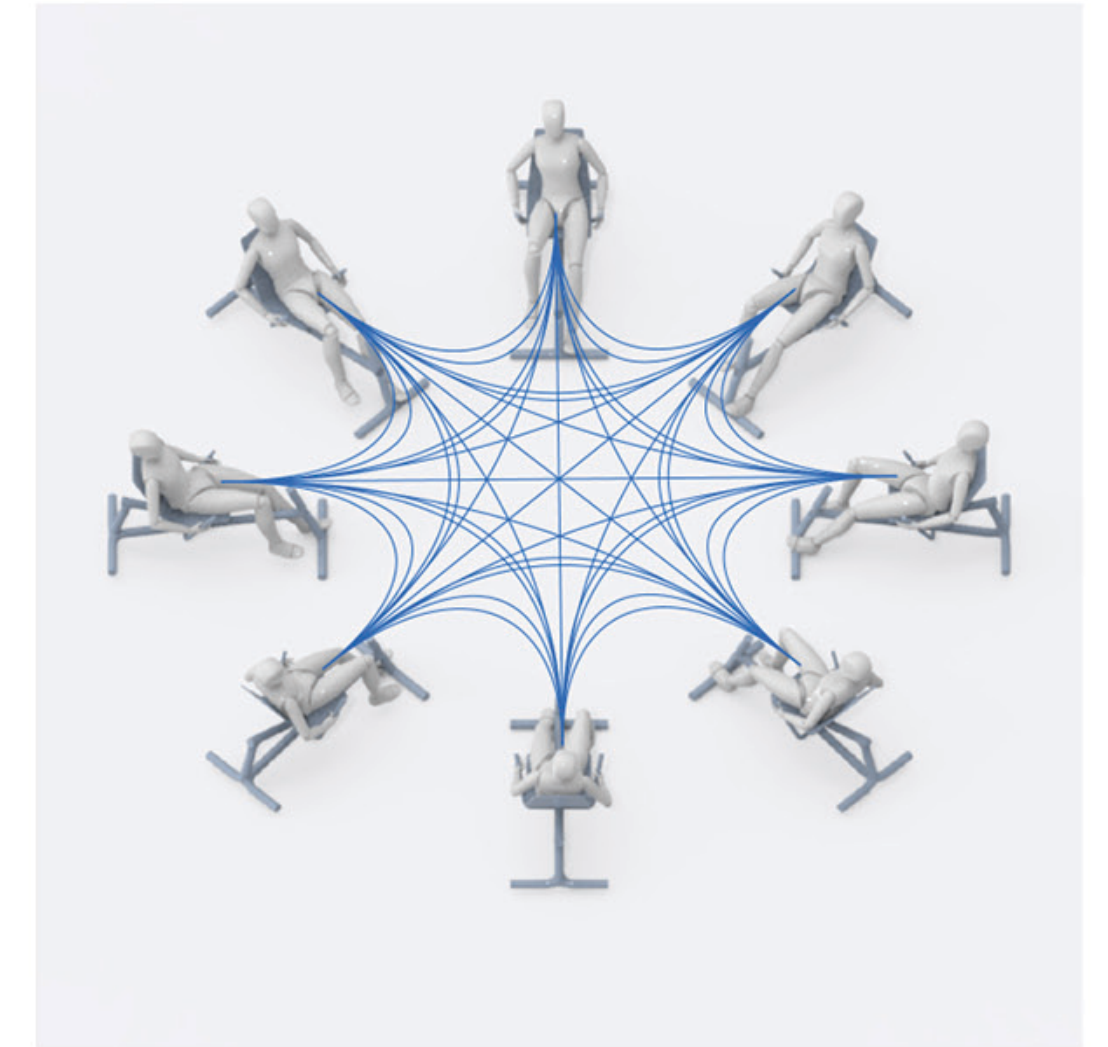
# Social Intuitiveness



Past  
Self-Contained



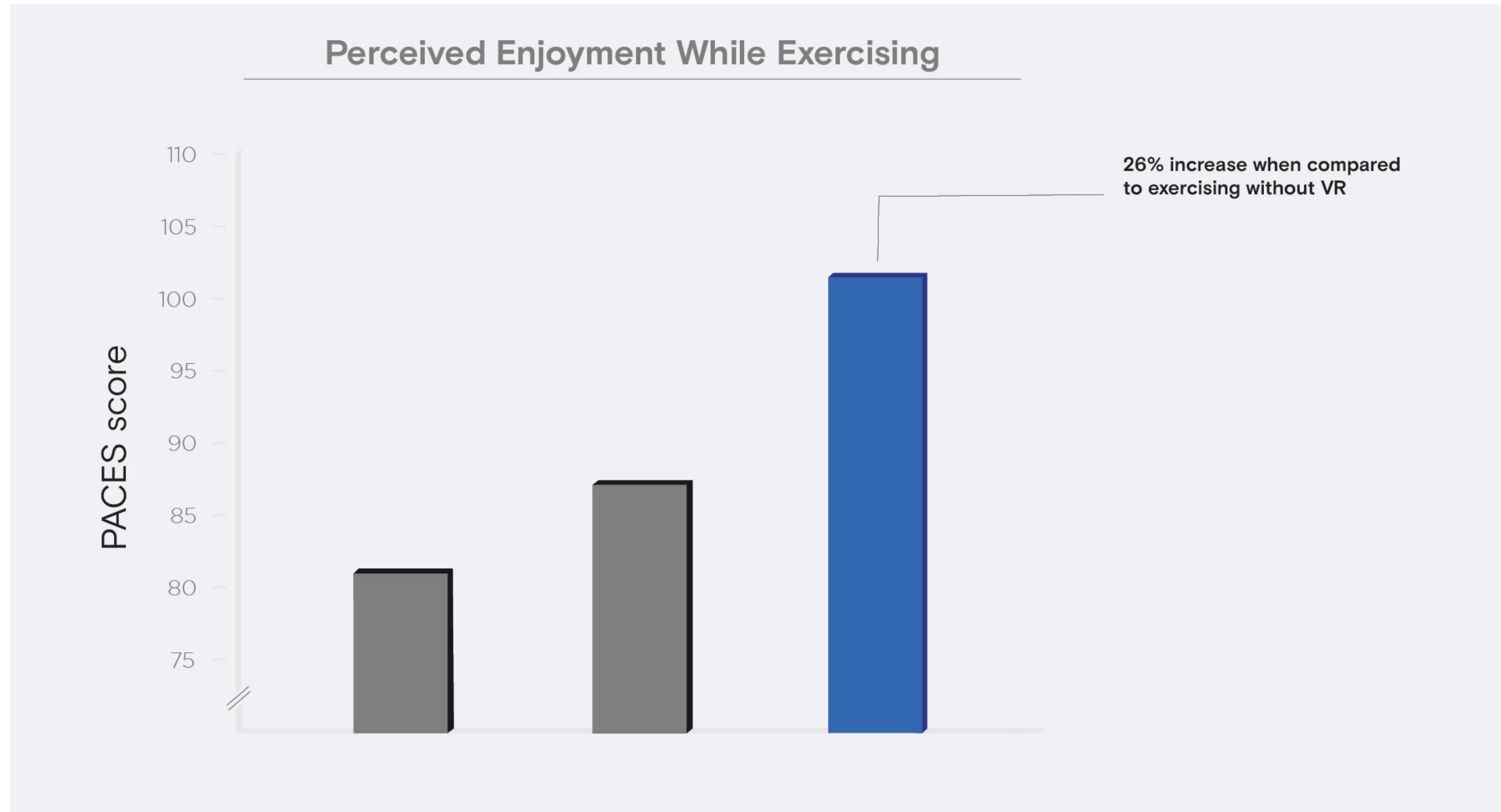
Present  
Unidirectional Interaction



Future  
Omnidirectional Interaction



# Immersive Enjoyment





Peloton

premium home

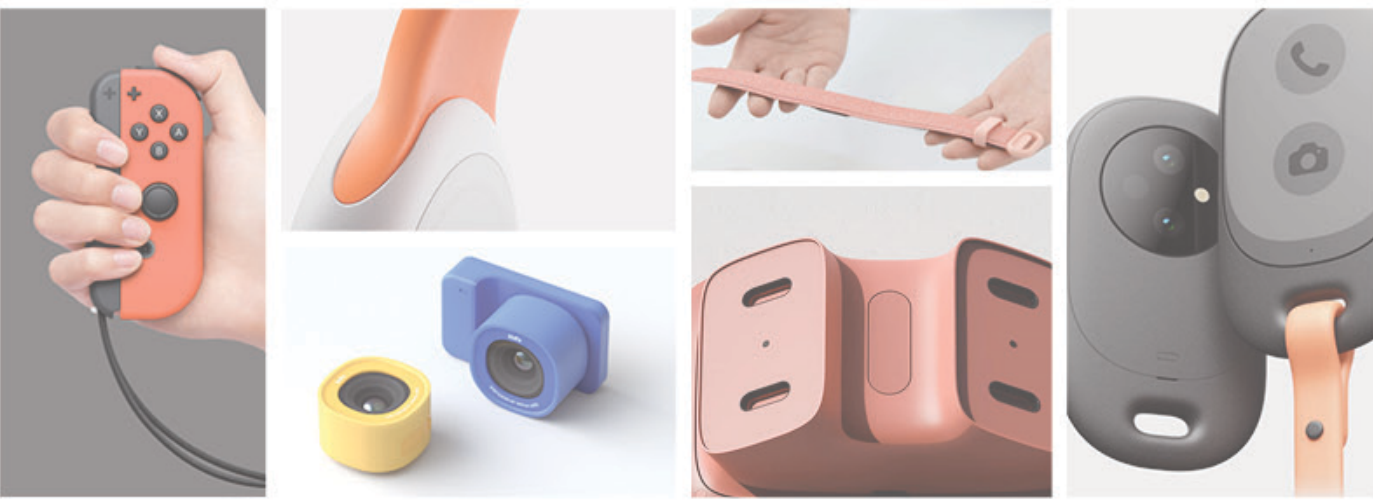


	01	02	03	04	05
intuitive			×		
visual				×	
belief			×		

Total = 10

Nintendo

playful technology



	01	02	03	04	05
intuitive		×			
visual		×			
belief					×

Total = 9

Oculus

future lifestyle

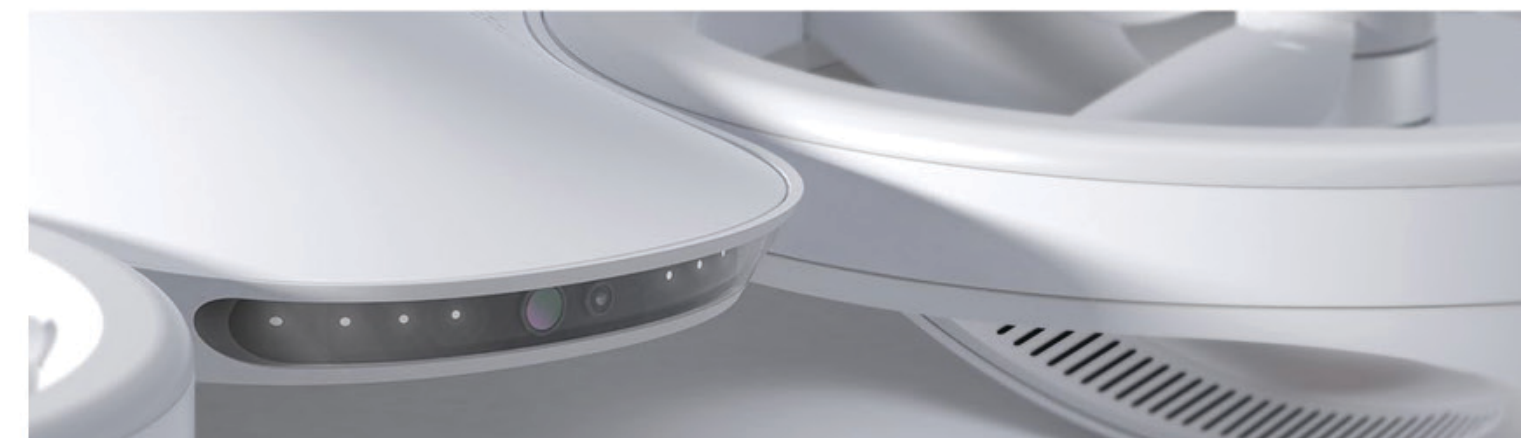


	01	02	03	04	05
intuitive					×
visual				×	
belief					×

Total = 14



# Oculus future lifestyle









# Oculus VR

friendly future



fluid



soft



light





# Home Technology *seeking simplicity*



Google Home & Home Mini



Eero Wifi Router



Nest Thermostat



# Connected Fitness pure strength

## Stability



Hydrow Rowing Machine

## Excitement



Peloton Stationary Bike

## Purity

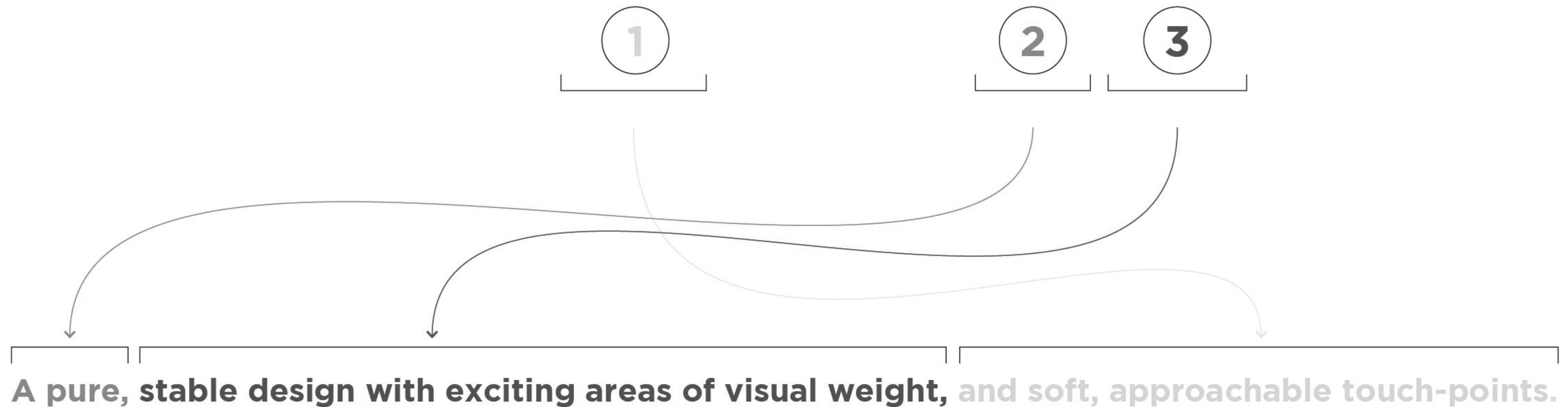


Mirror Smart Gym

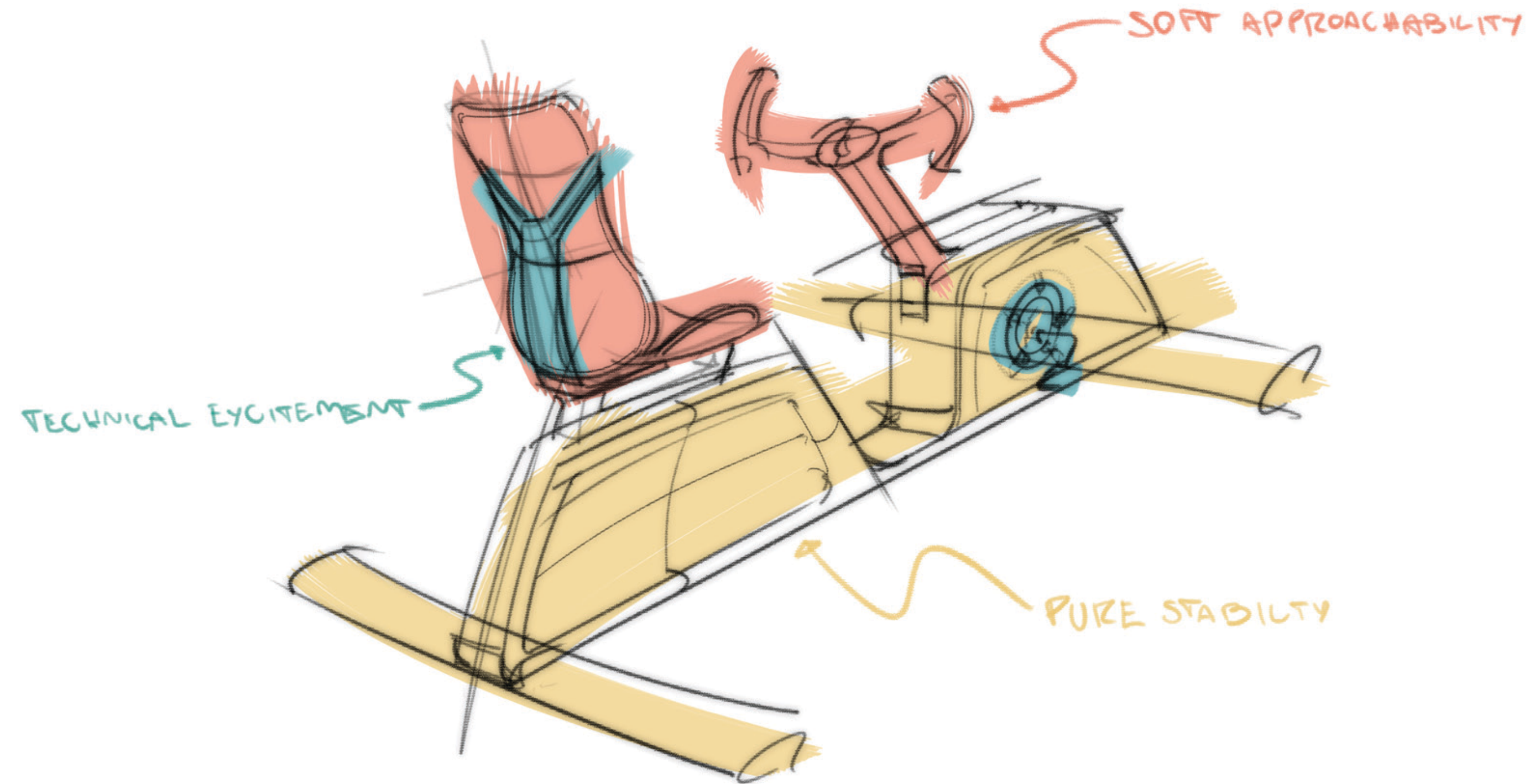


- ① **Oculus VR**
- ② **Home Technology**
- ③ **Connected Fitness**

What does it mean for Oculus to design a home fitness product?

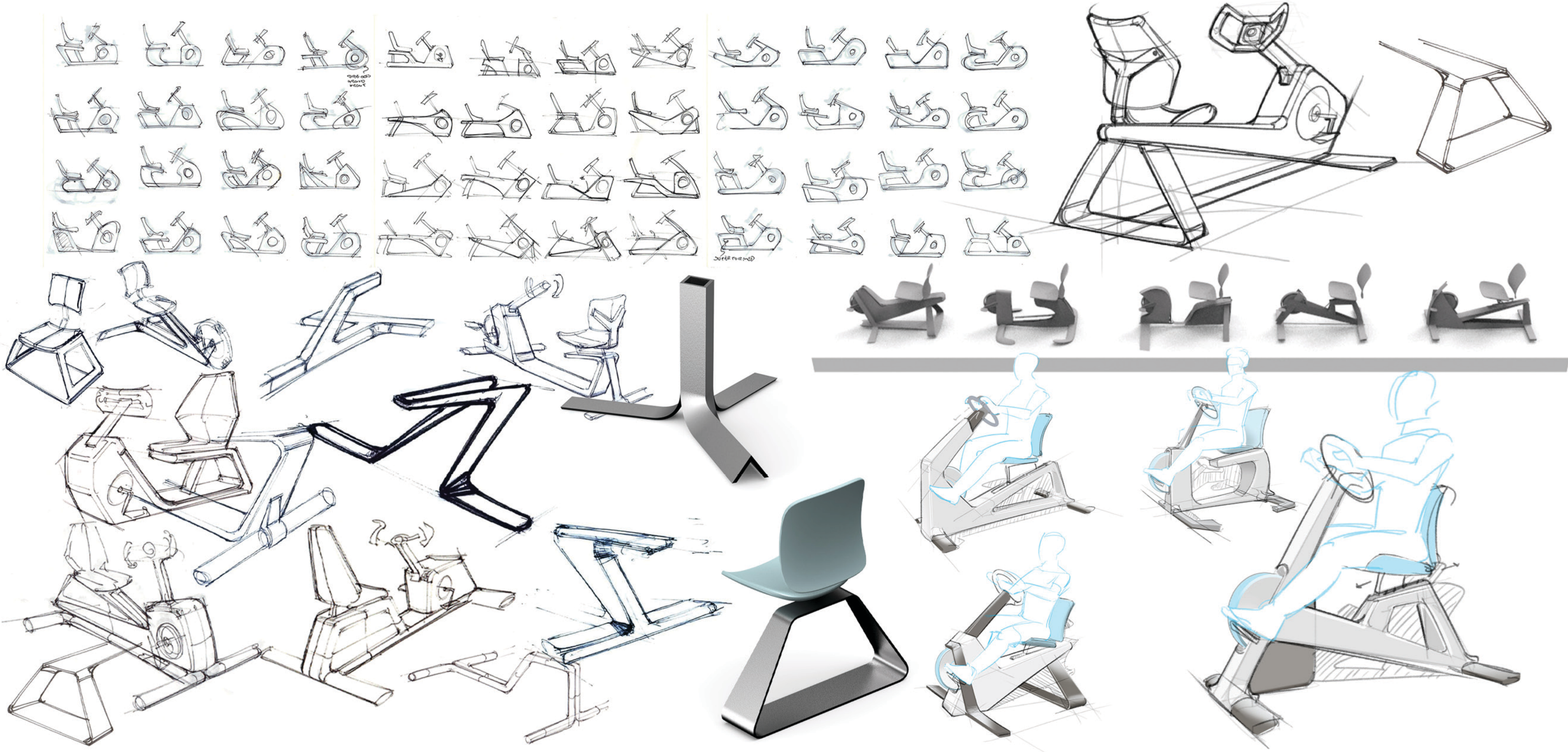






**A pure, stable design with exciting areas of visual weight, and soft, approachable touch-points.**

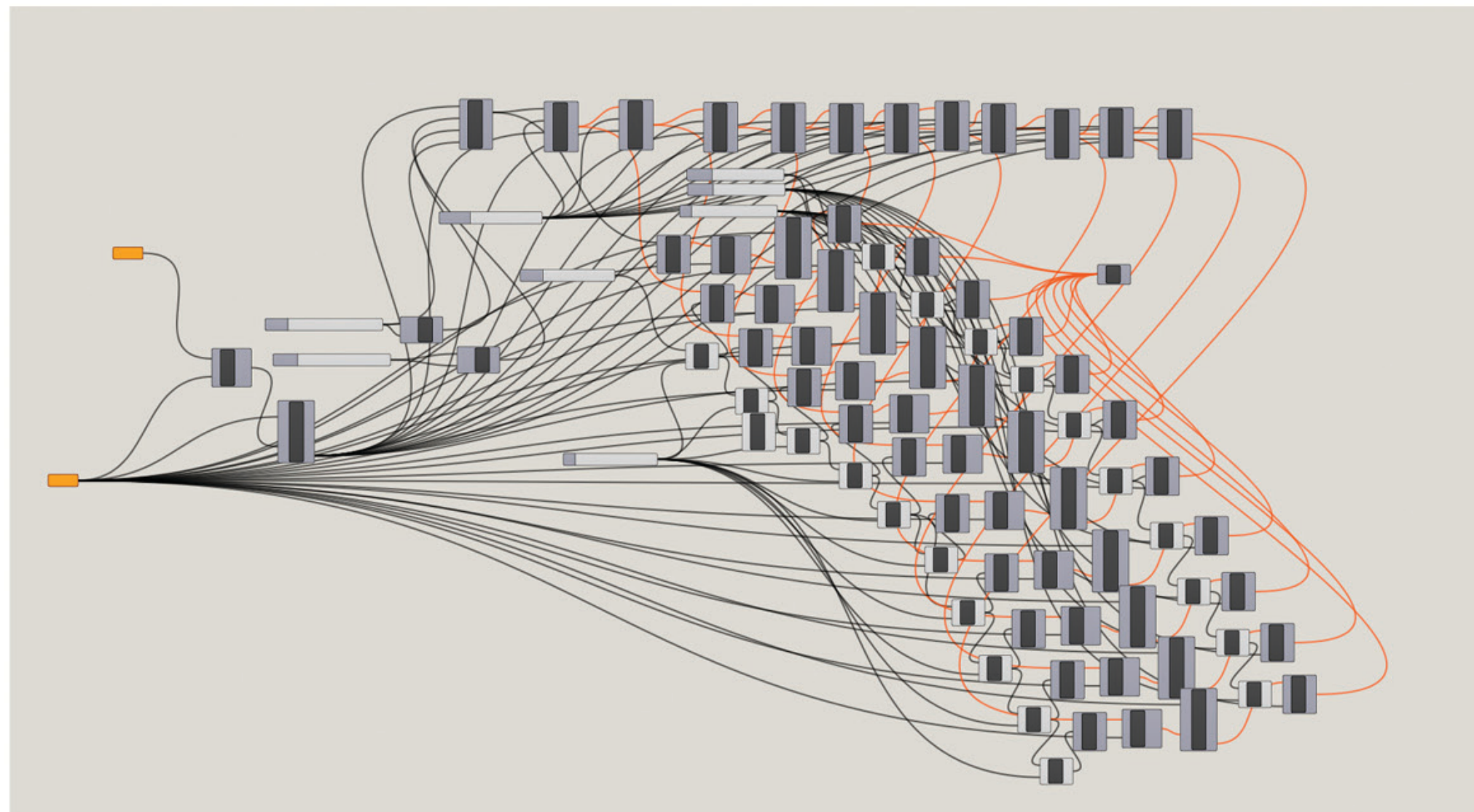
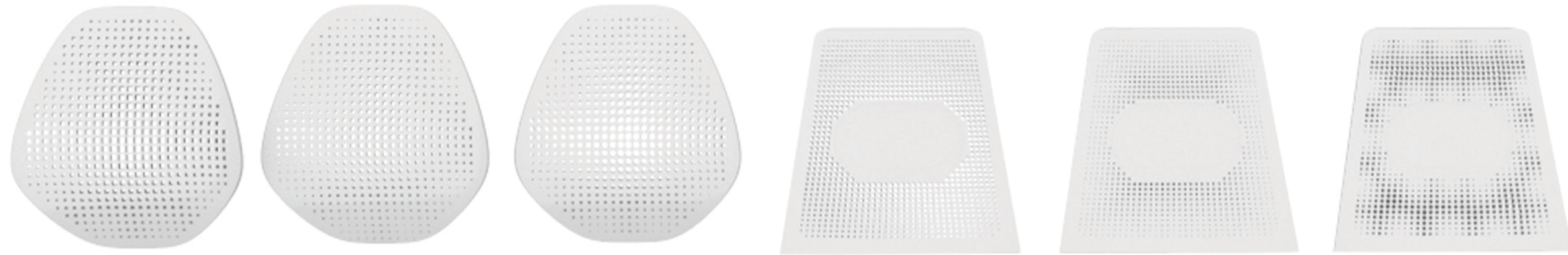




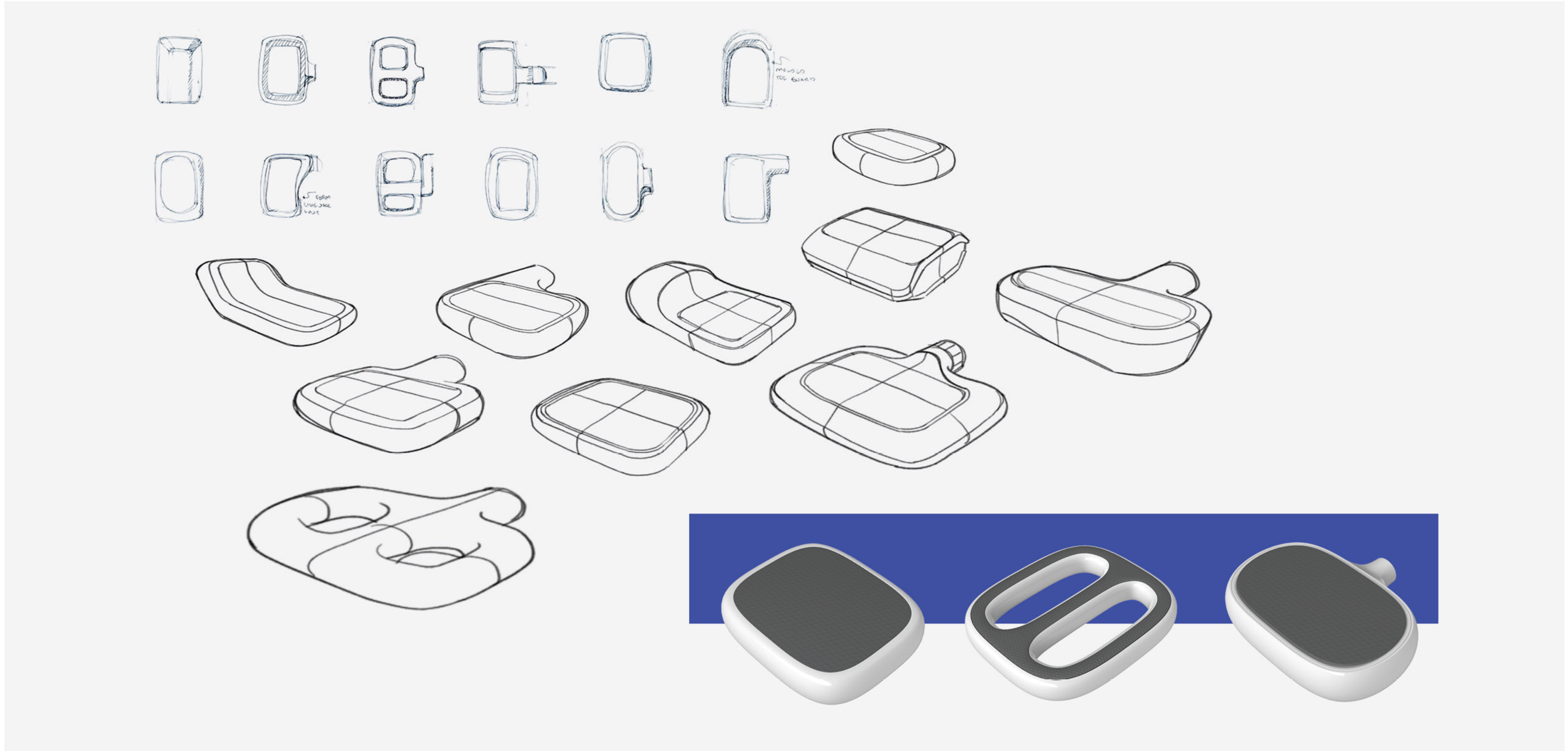




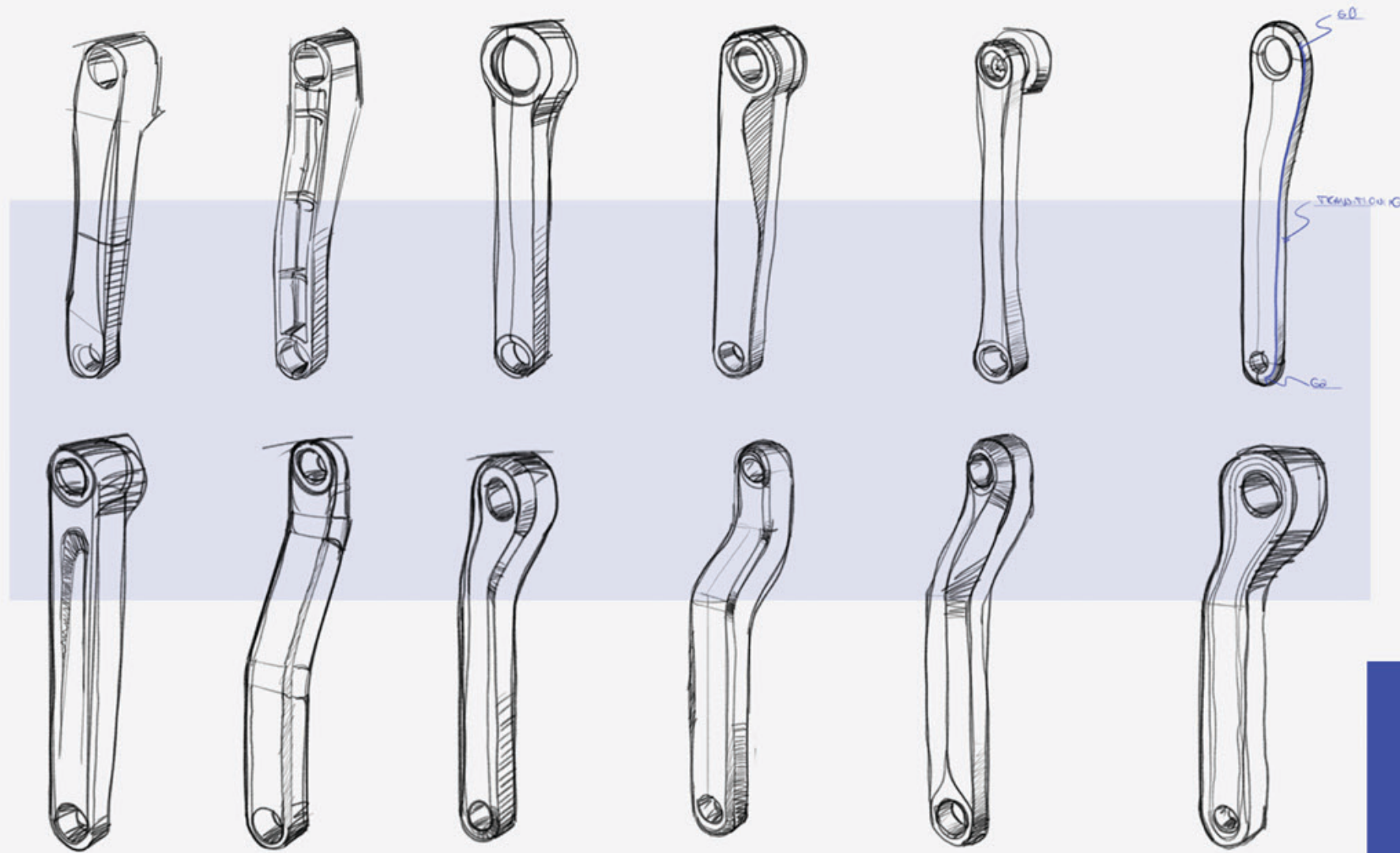




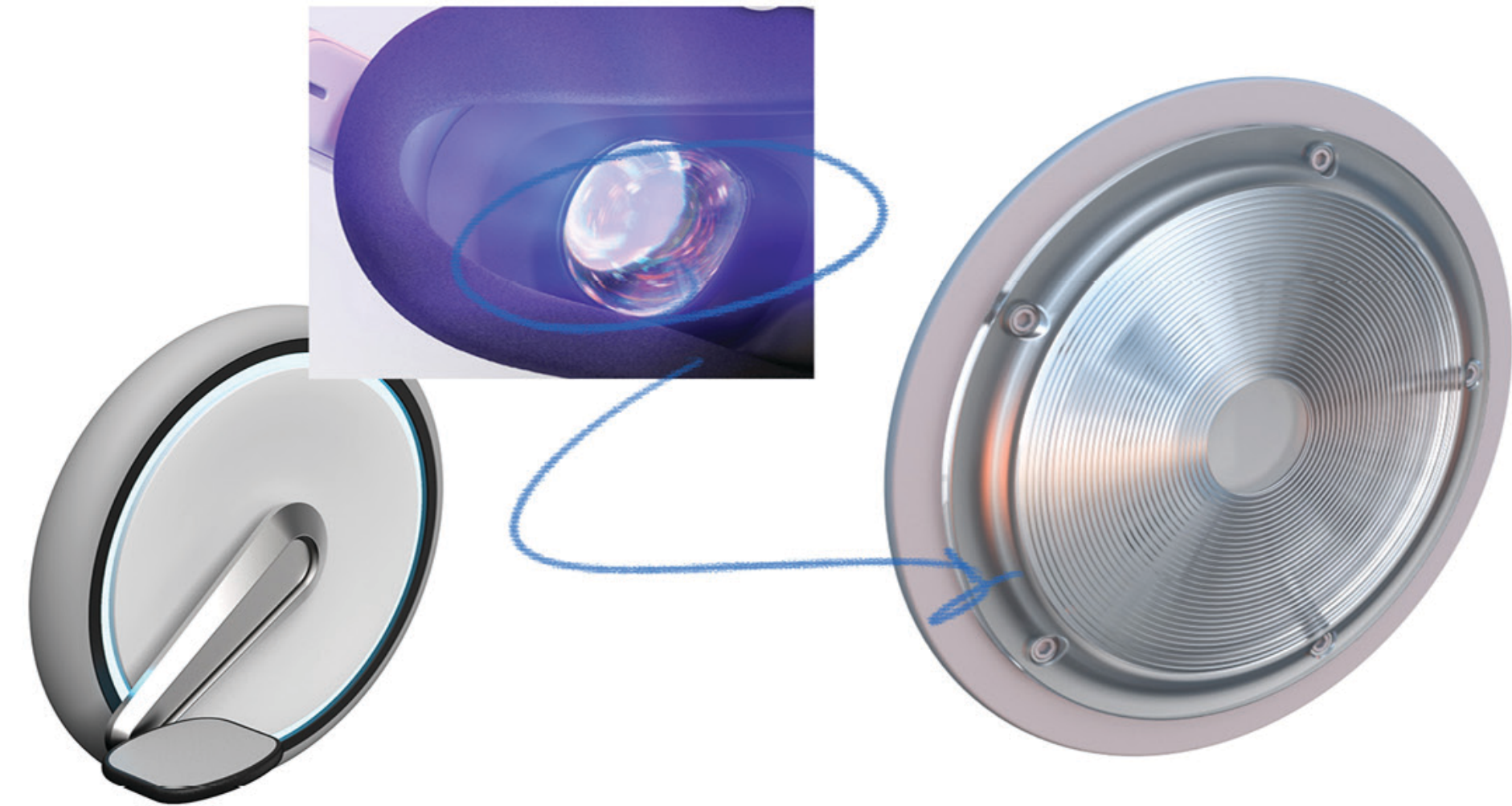
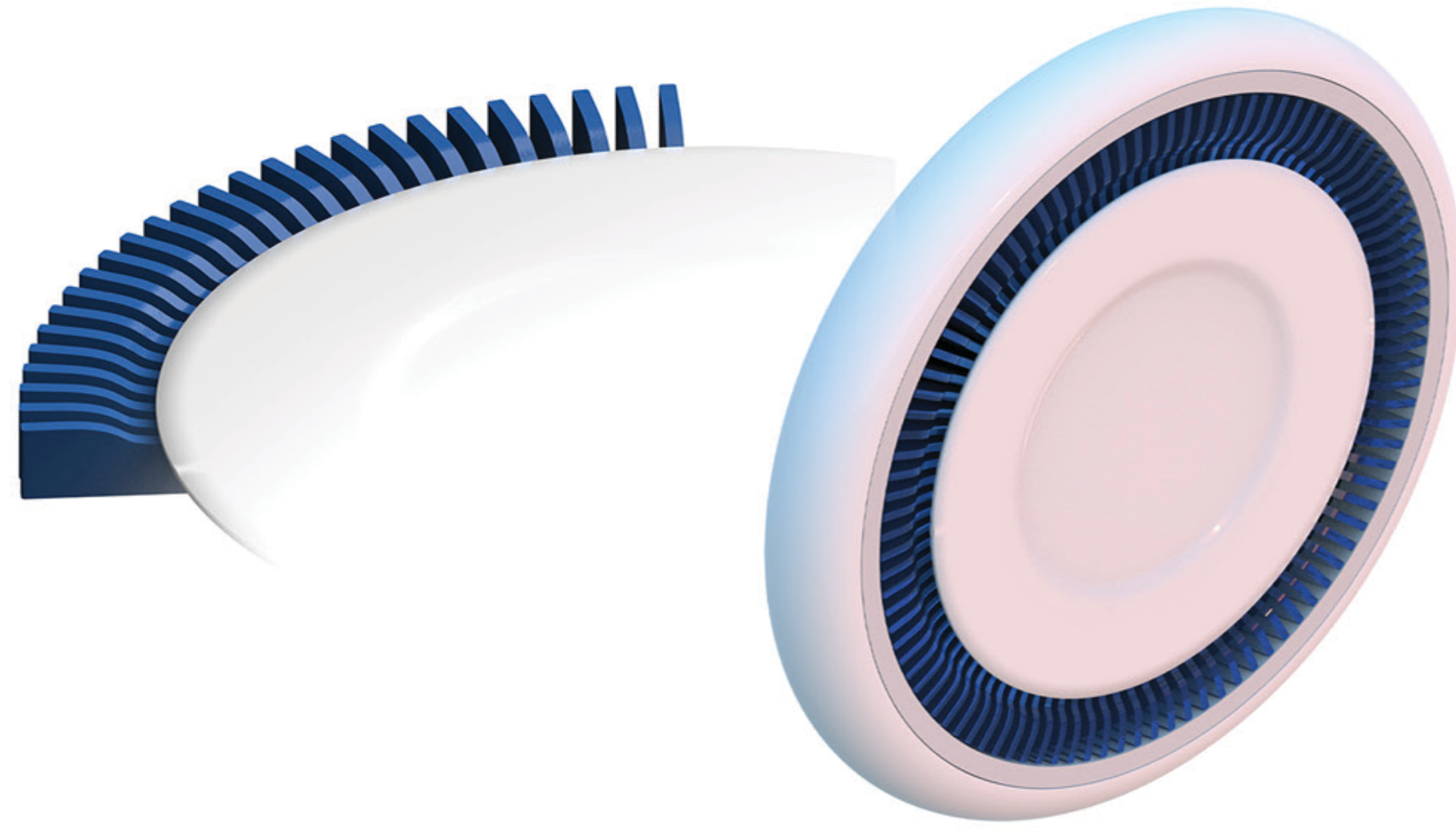




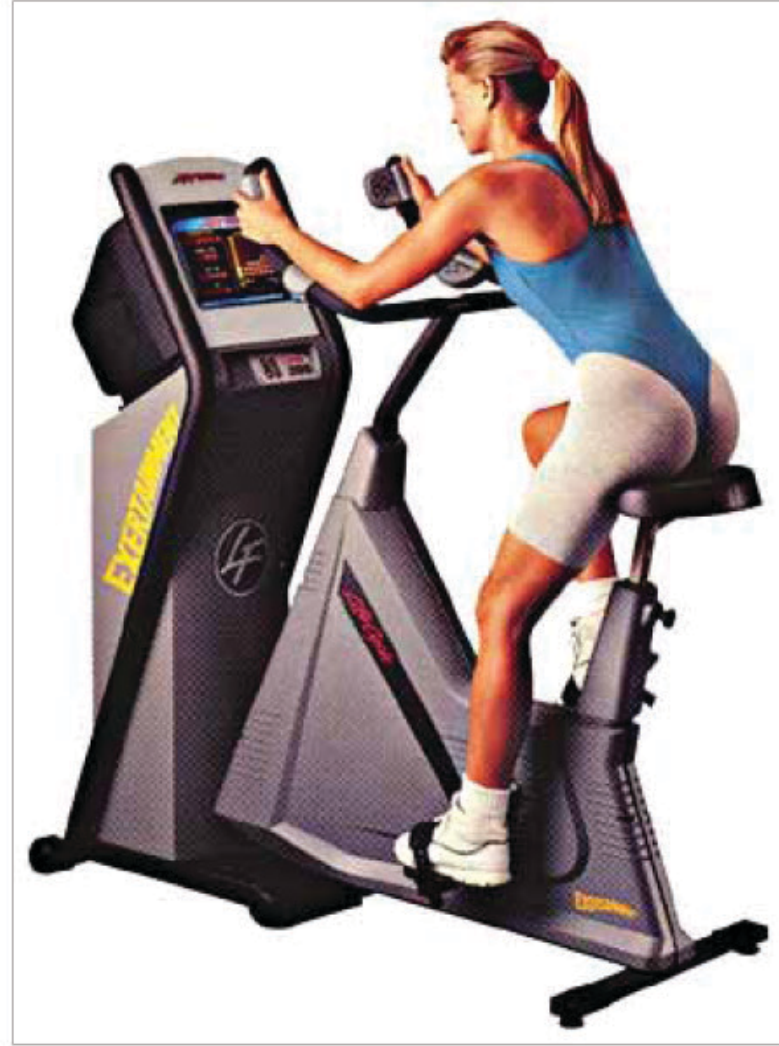










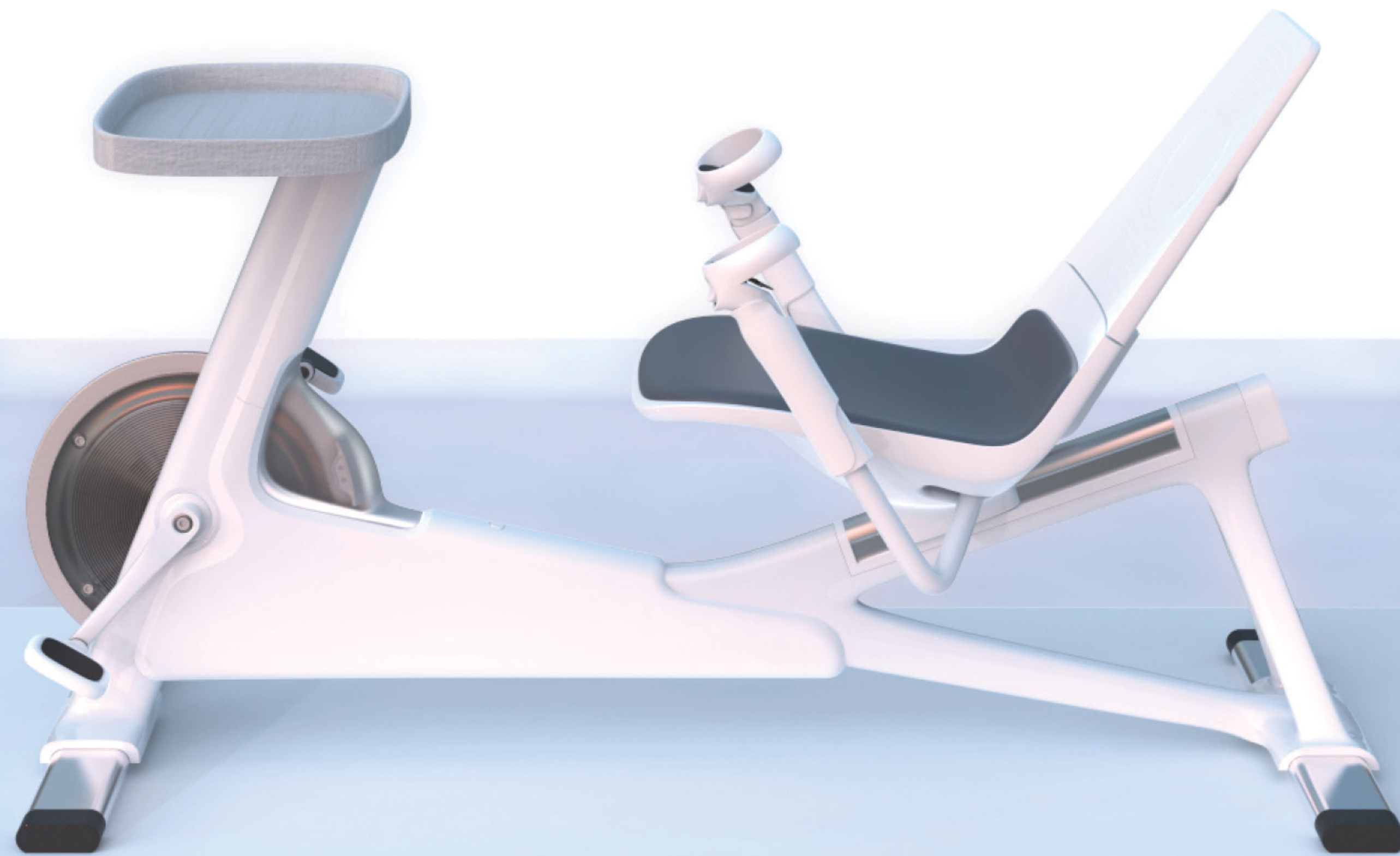


Exercise bikes have always been a reflection of our current technological capabilities in consumer products.

It's time for a bike that reflects what we're capable of.



IMMERSIVE. RECUMBENT. **ROTA.**

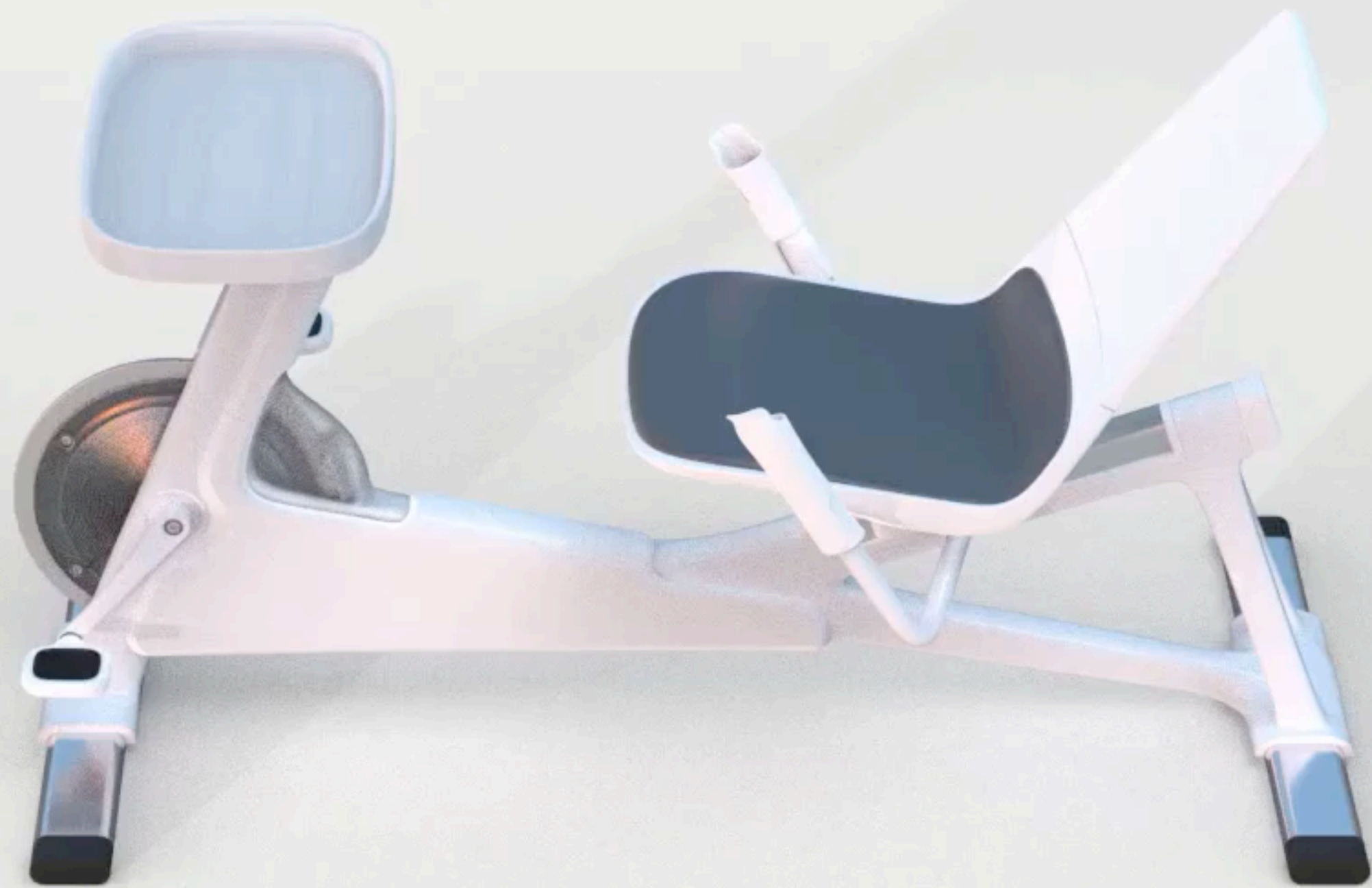




EXERCISE UNLEASHED









# Integrated Resistance



**Resistance Level: 9**





## Digitally Design – Physically Informed





## Why Recumbent? 3 key justifications:

superior stability



interaction potential



aesthetic opportunity



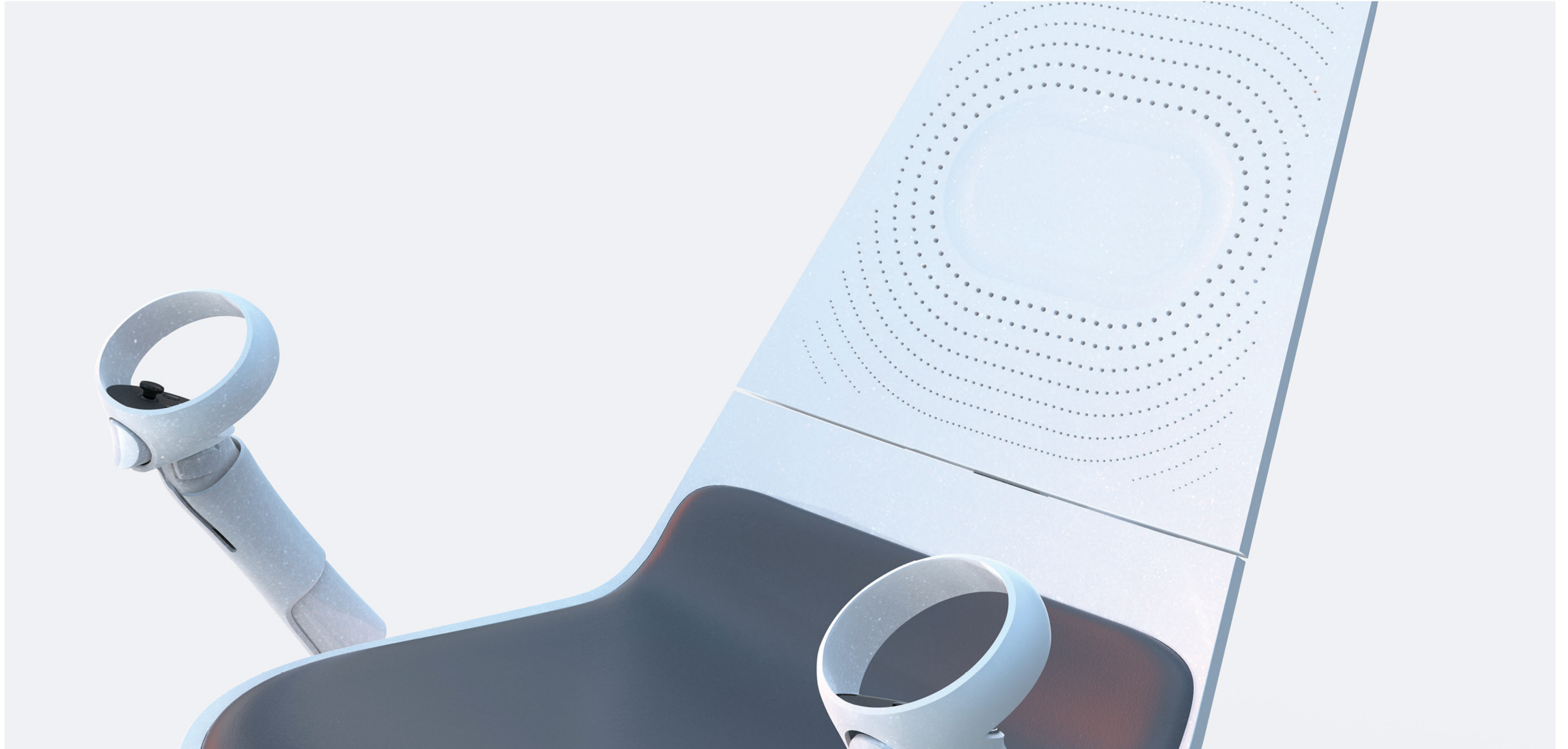




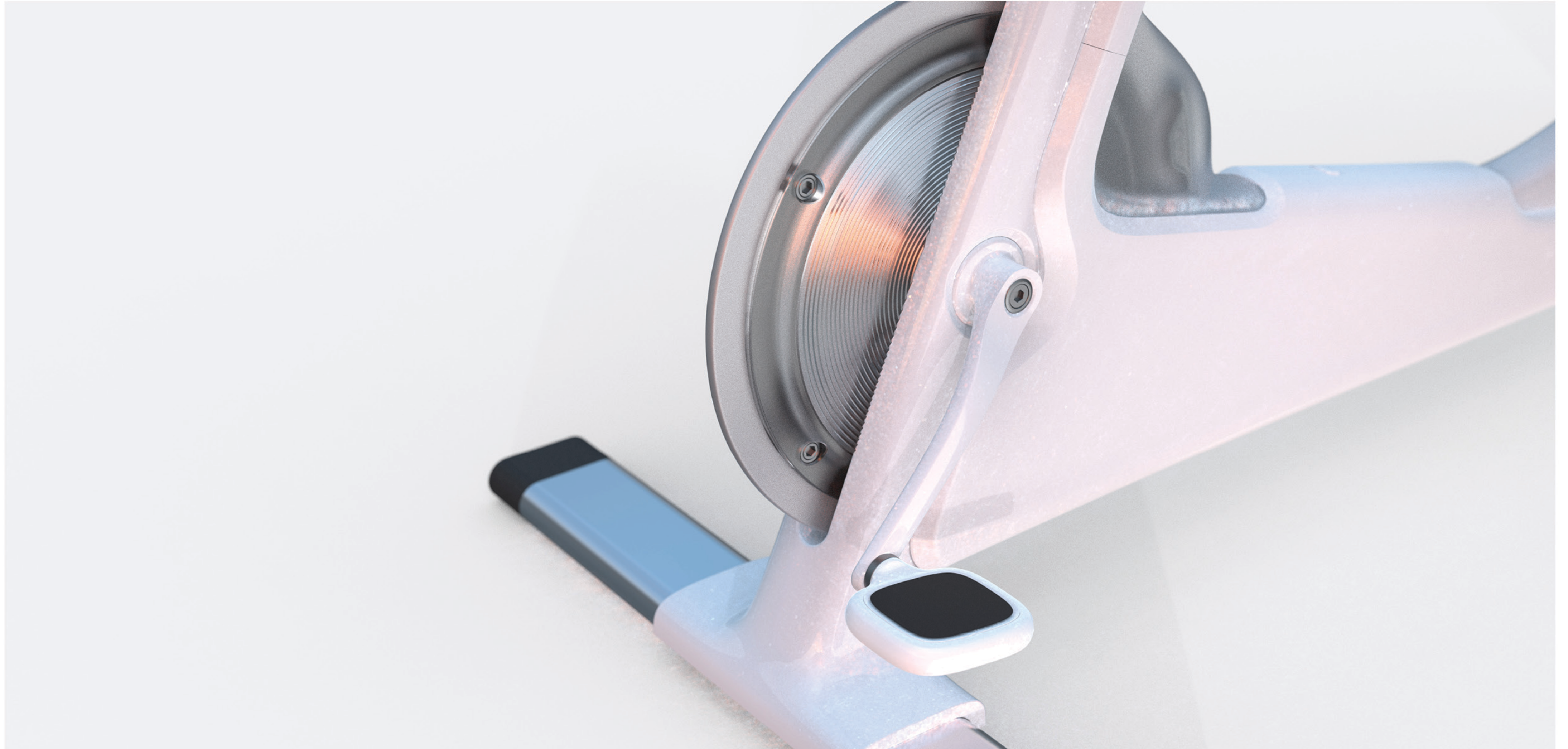






















To my friends, professors, and critics:

**Thank you.**