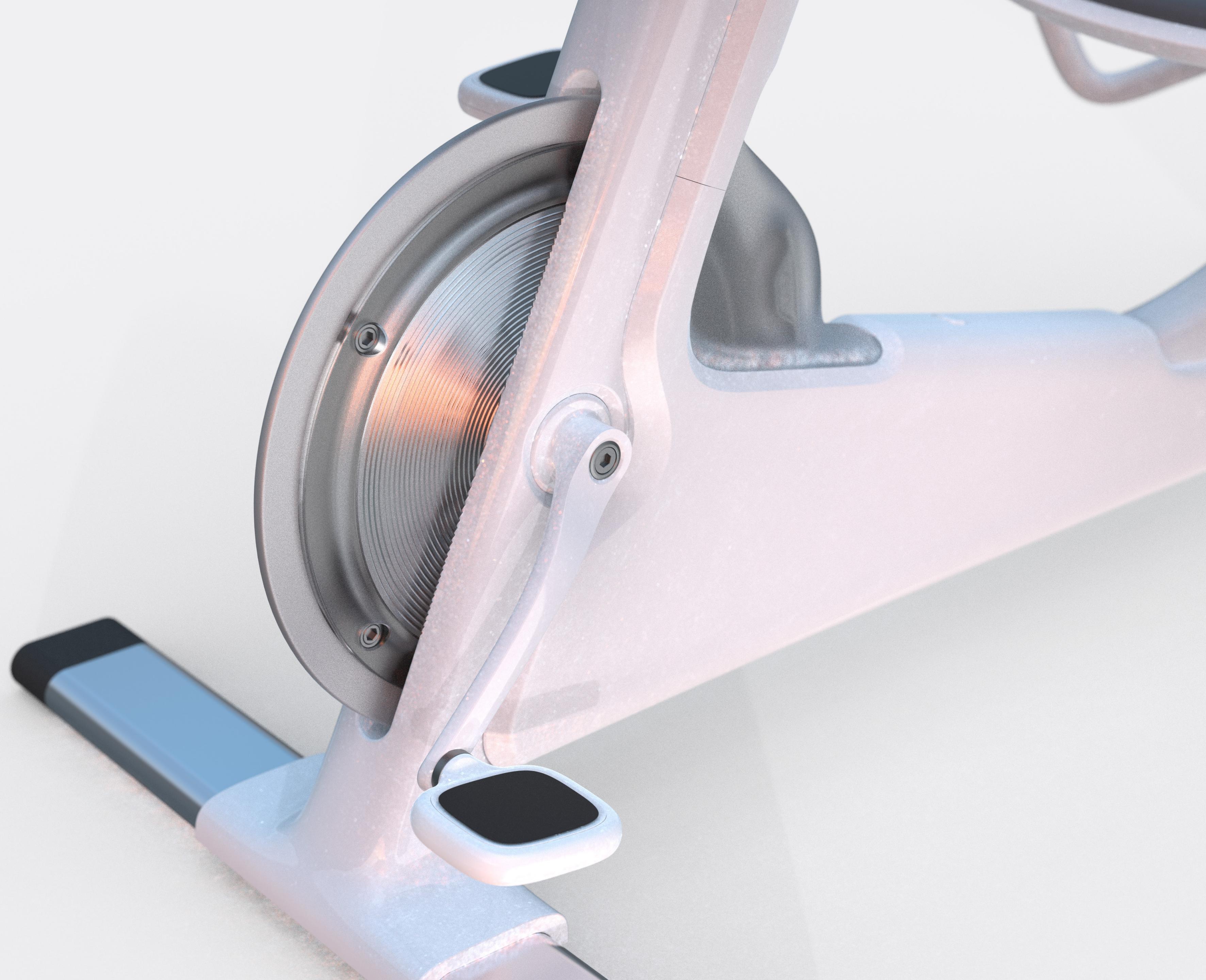


OCULUS ROTA

an immersive exercise bike



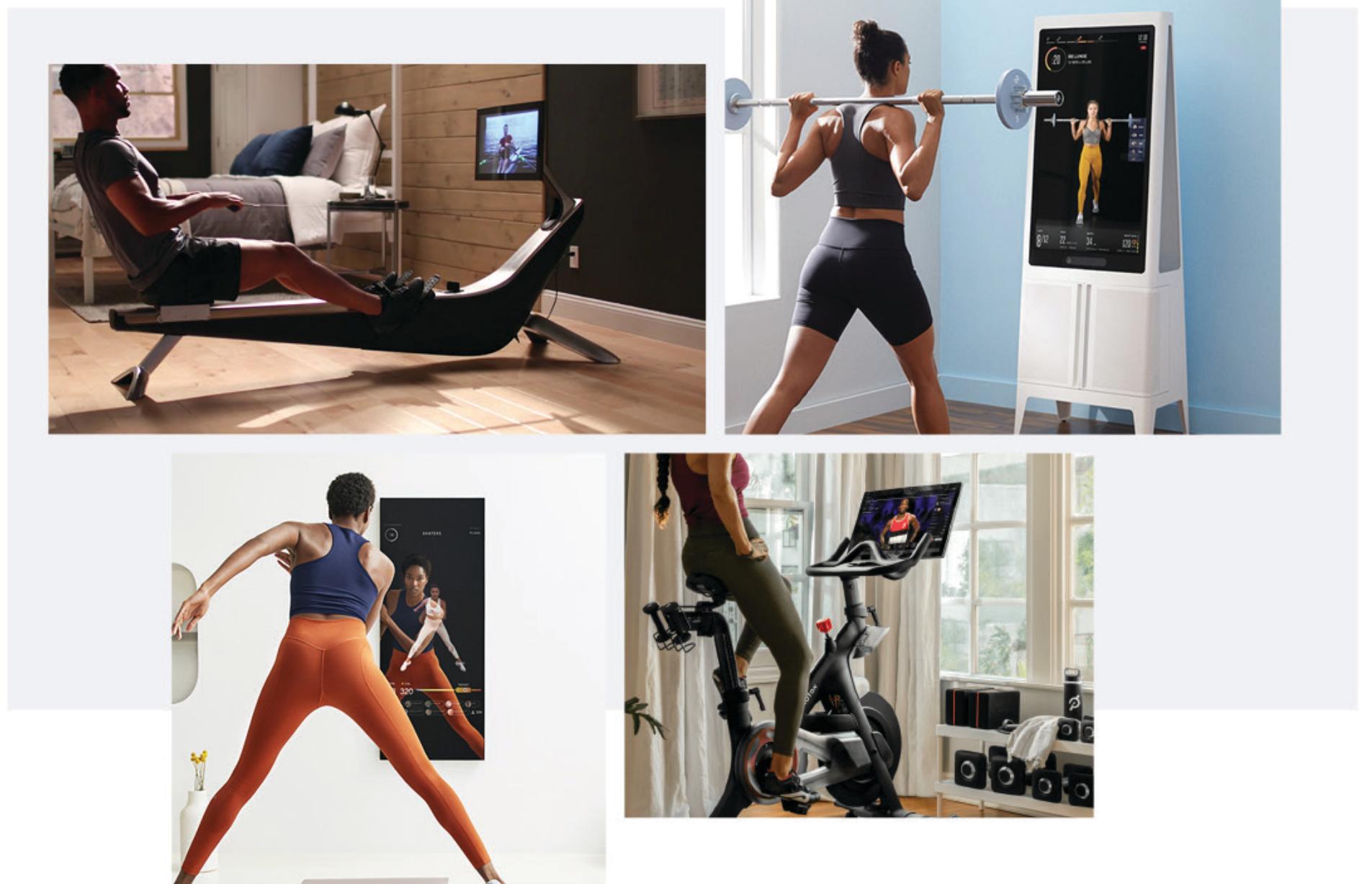
EXERCISE AT HOME IS BORING.



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

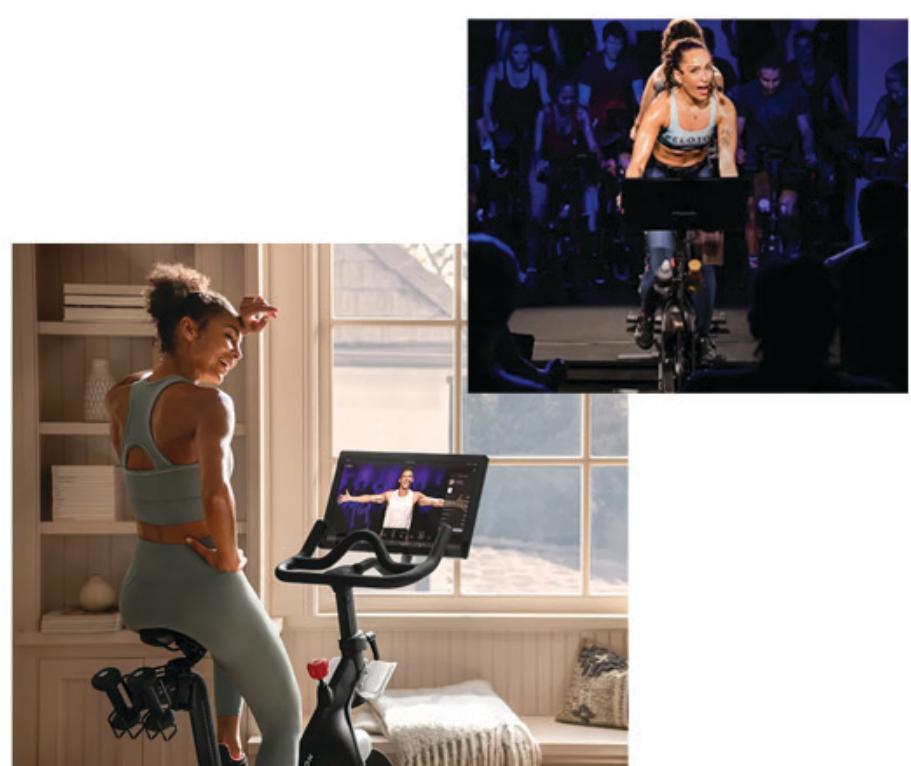


2 groups of tech + home fitness;

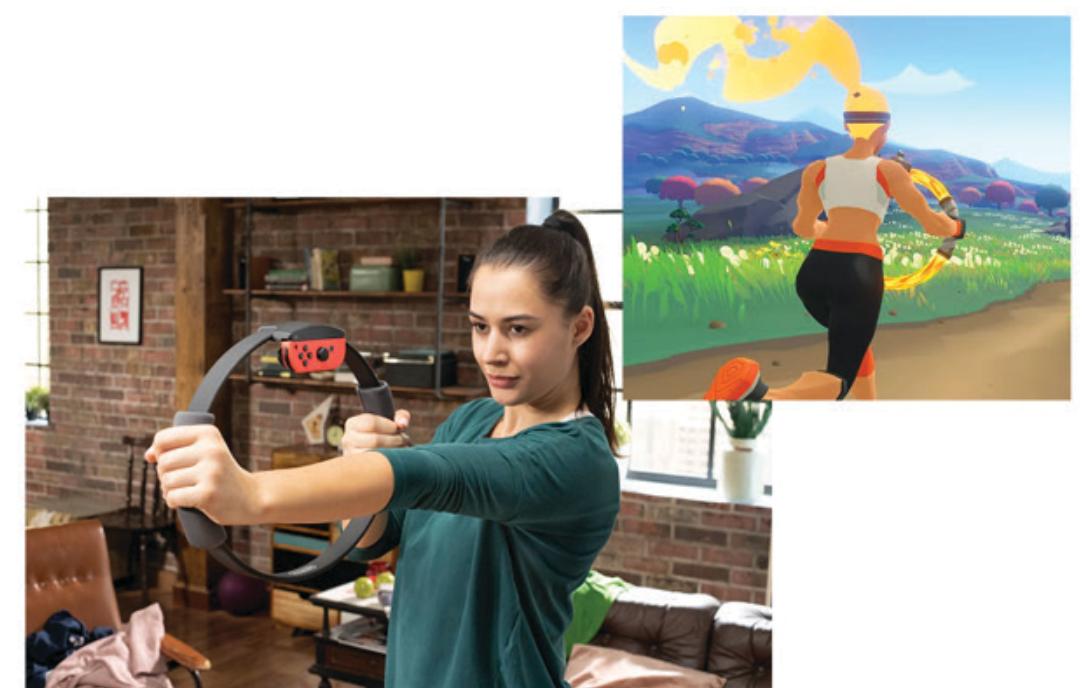
The application of technology to home exercise falls mostly into two categories; connected fitness and exergaming. The former consists of products like Peloton and Hydrow where high resolution screens are used to emulate traditional workout experiences. The latter, exergaming, uses specialized hardware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

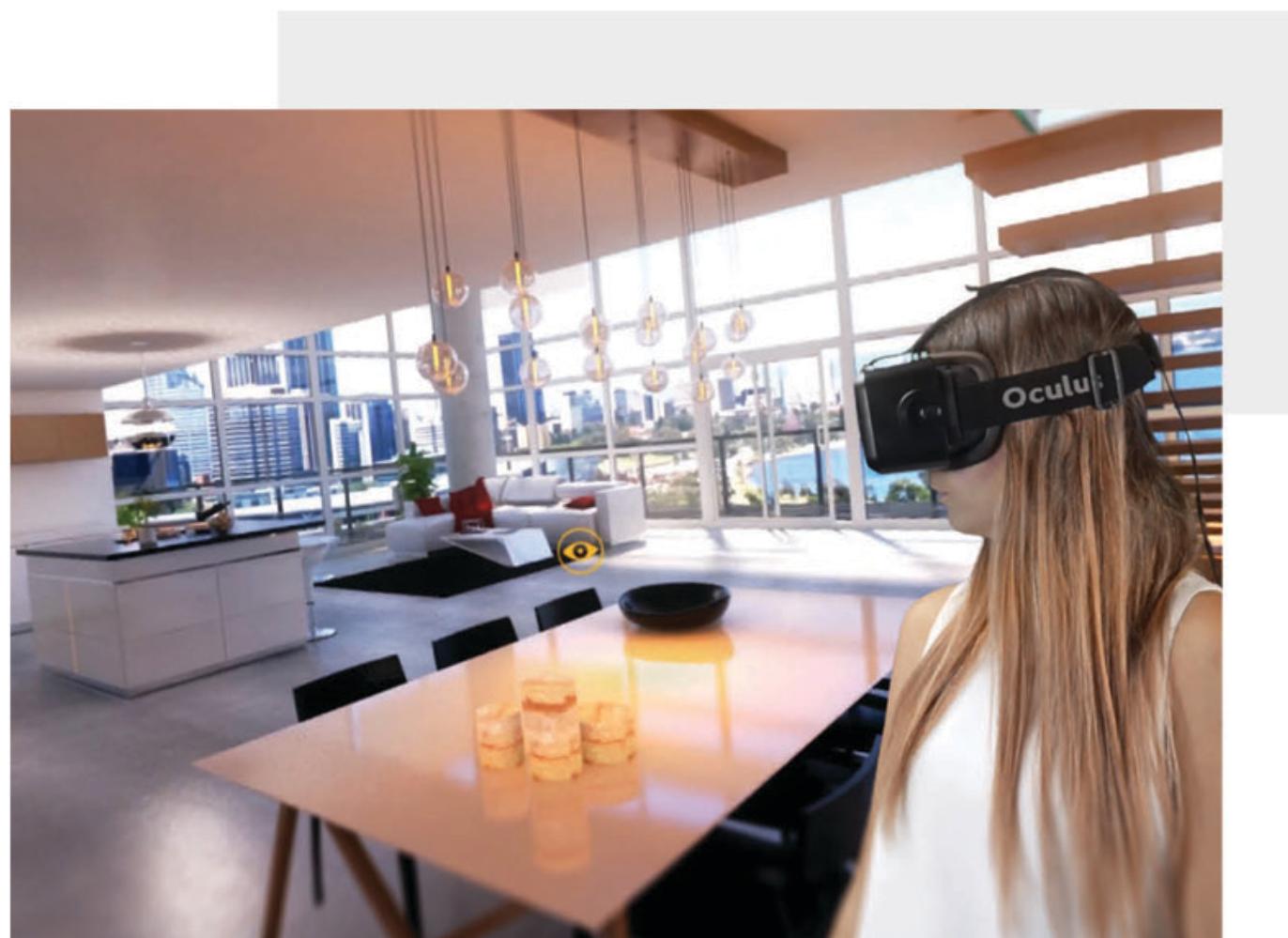


Enter
Virtual Reality

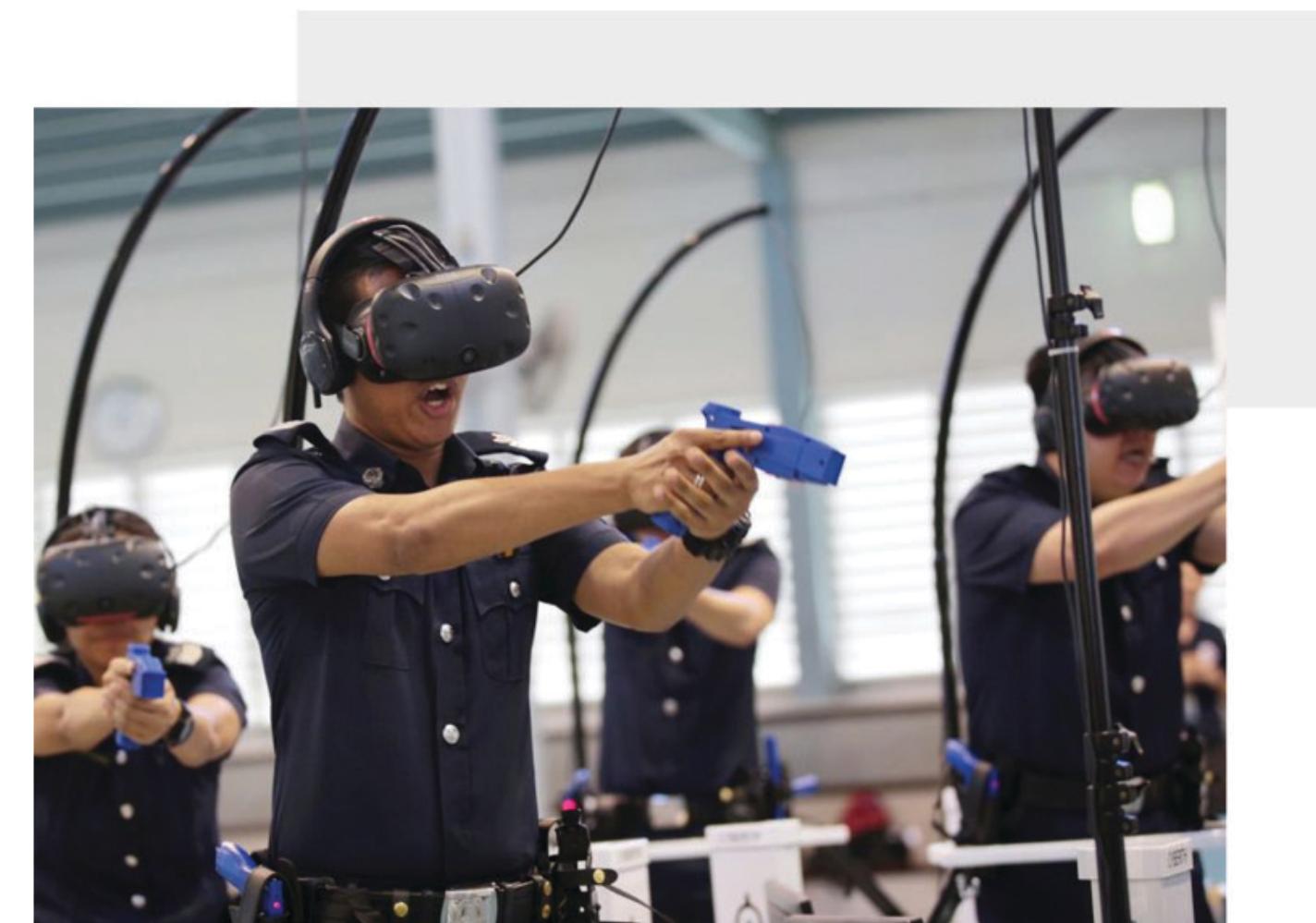




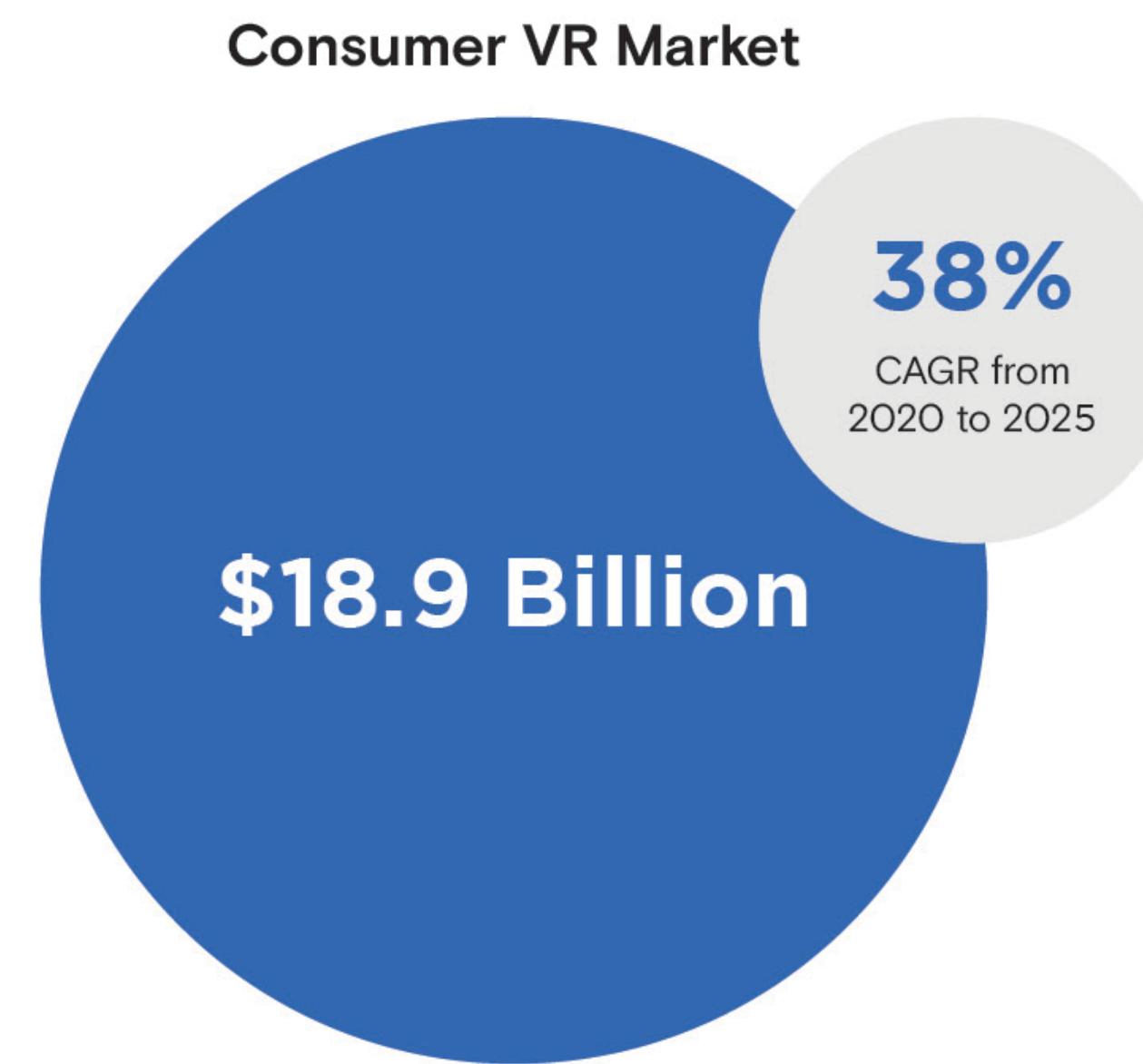
Medical
Fundamental Surgery



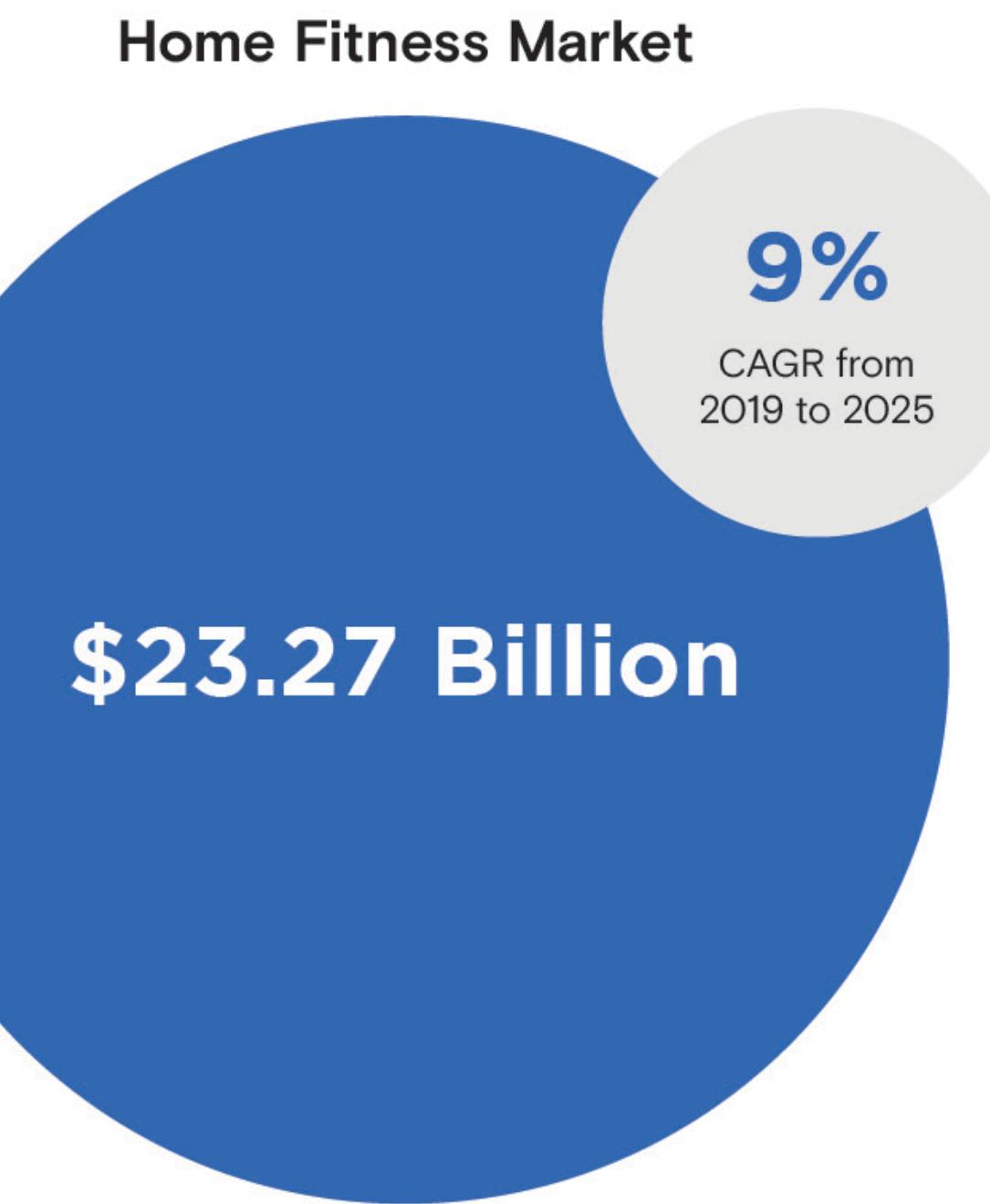
Real Estate
Virtual Xperience



Training
SURVIVR

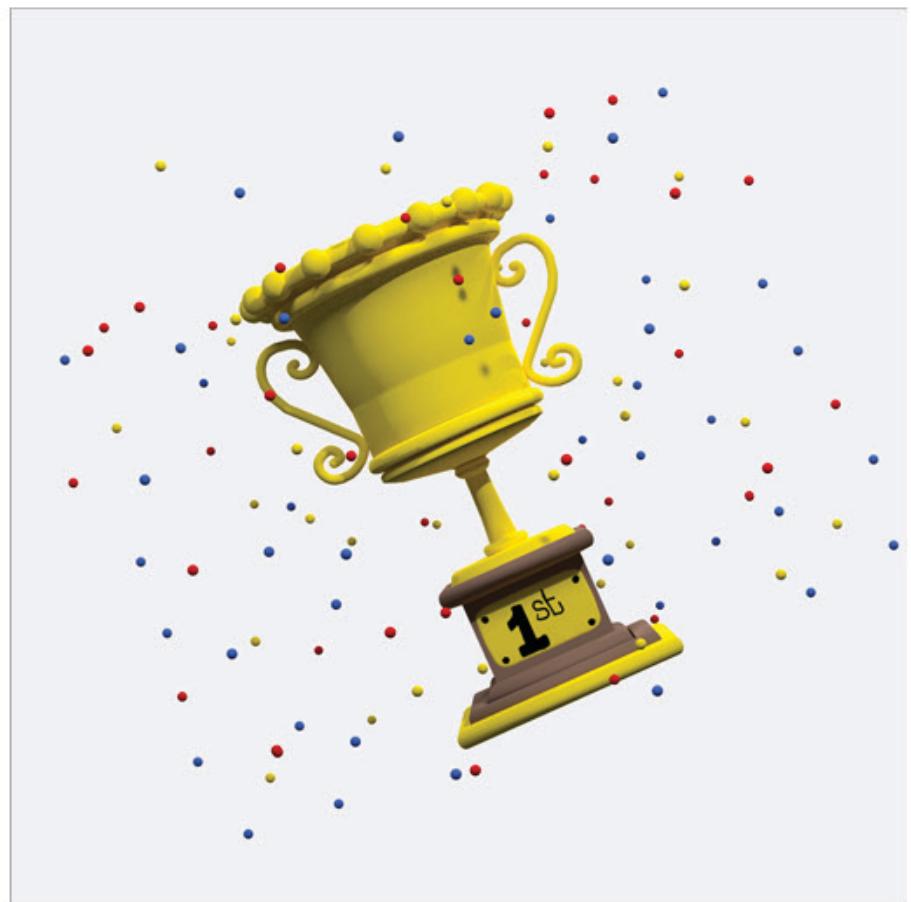


*estimated market size by 2025 from [Goldman Sachs](#)

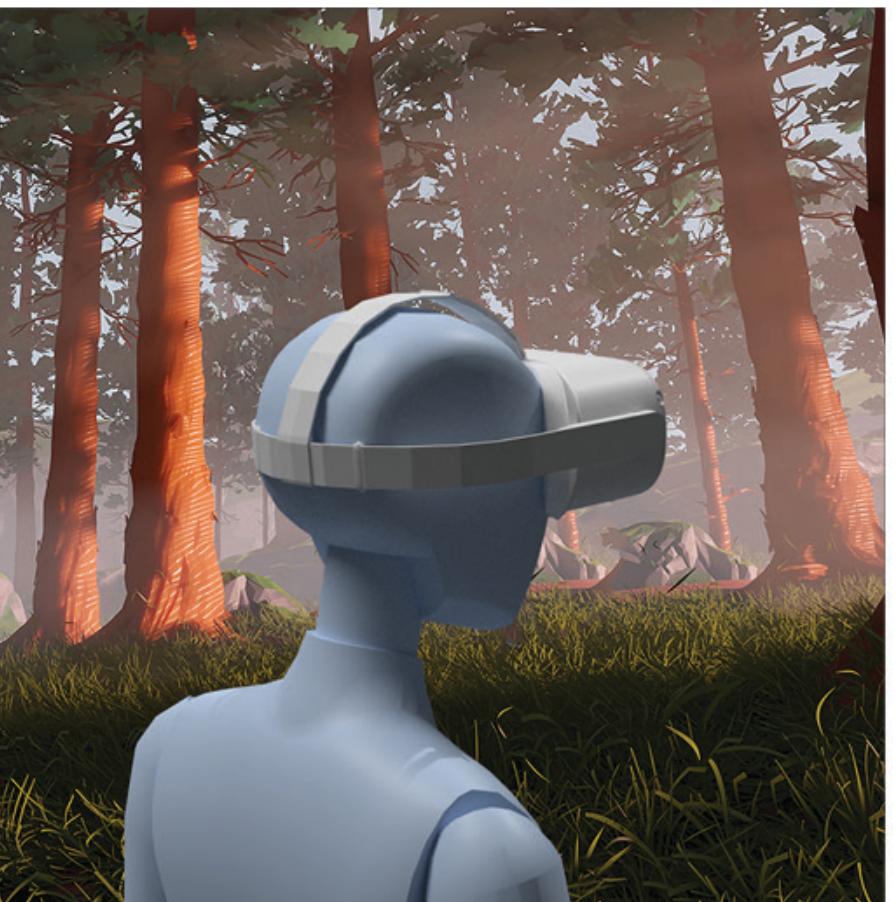


*estimated market size by 2025 from [industrystatsreports](#)

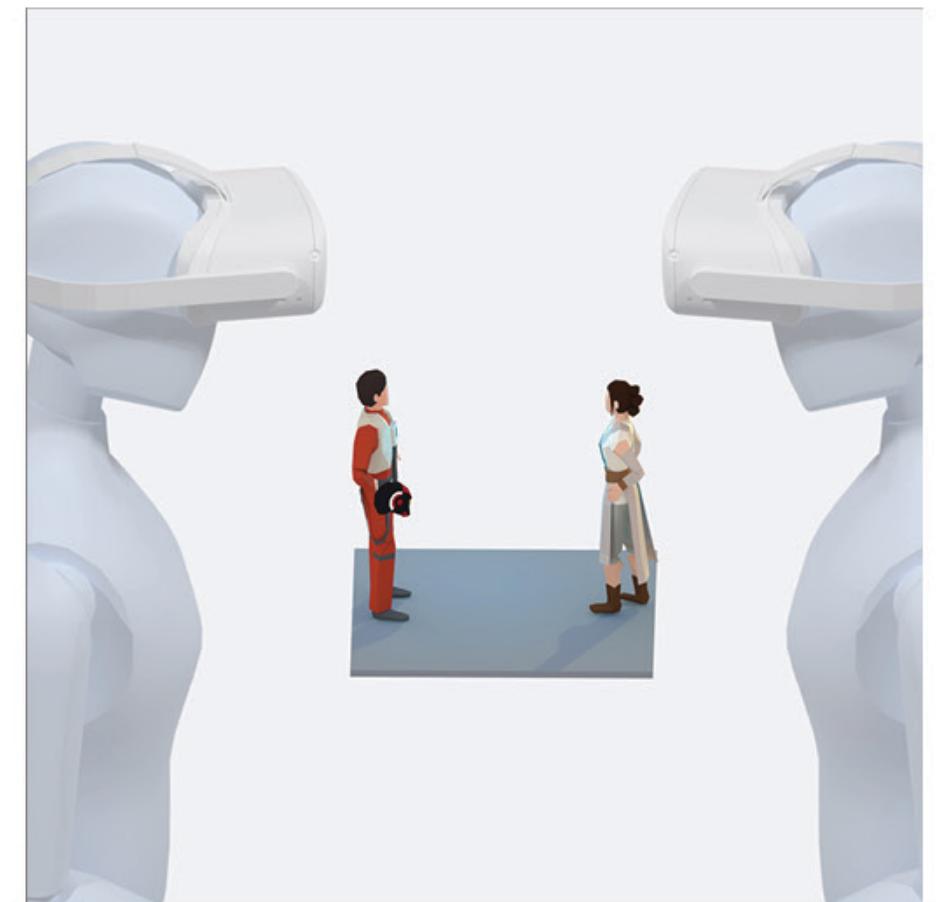
3 key opportunities:



Gamified Metrics

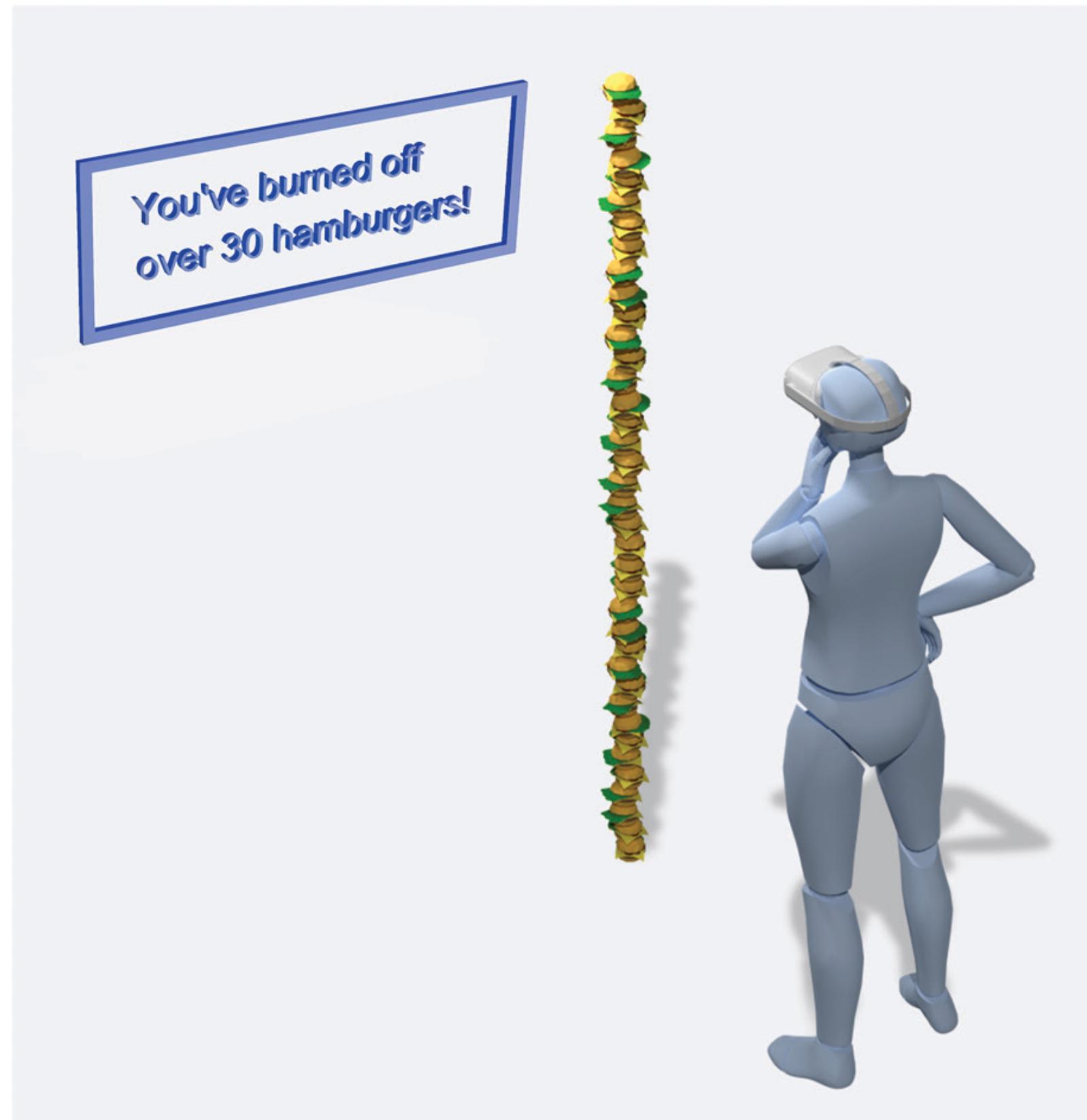


Immersive Engagement

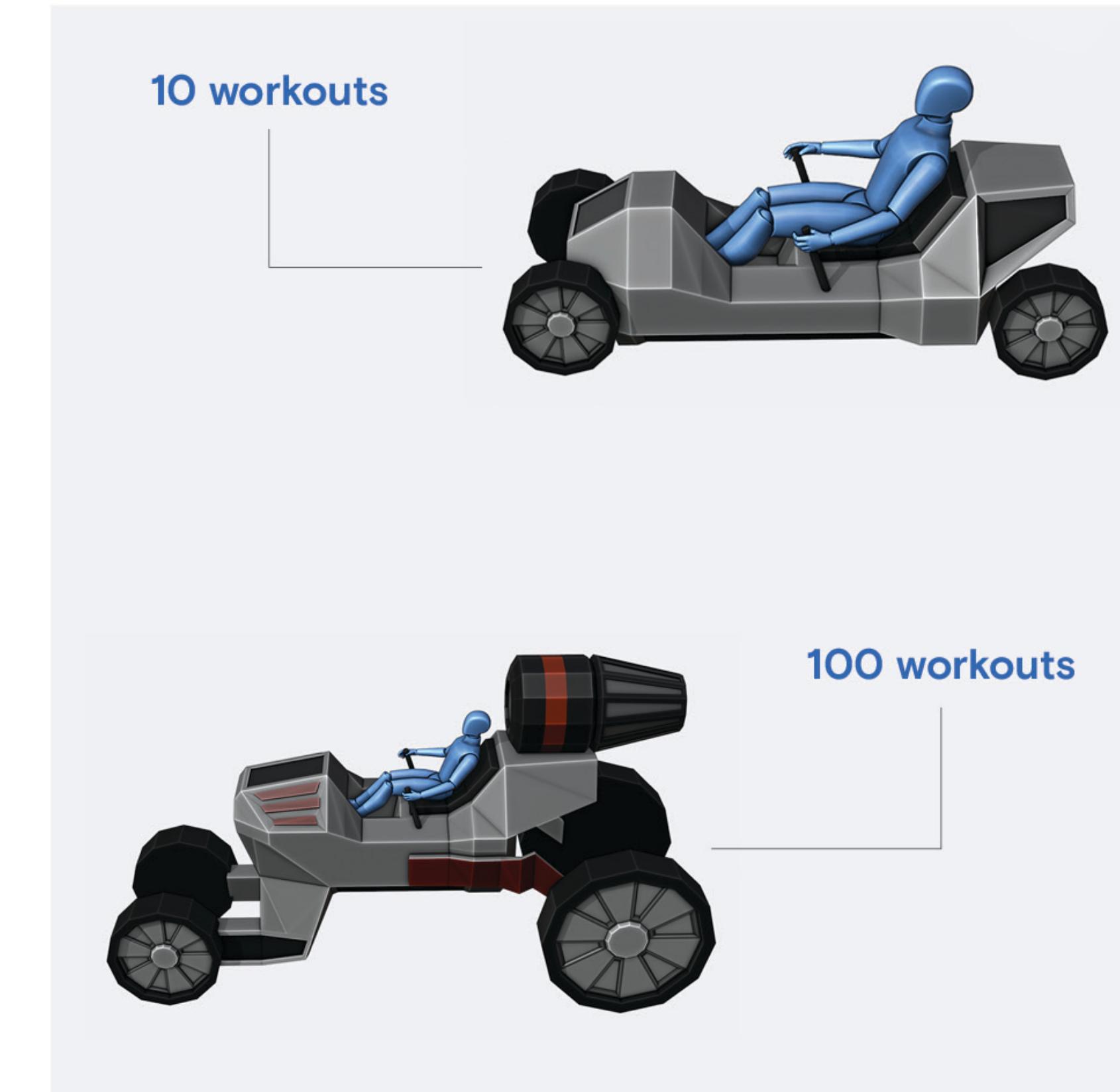


Social Intuitiveness

Gamified Metrics

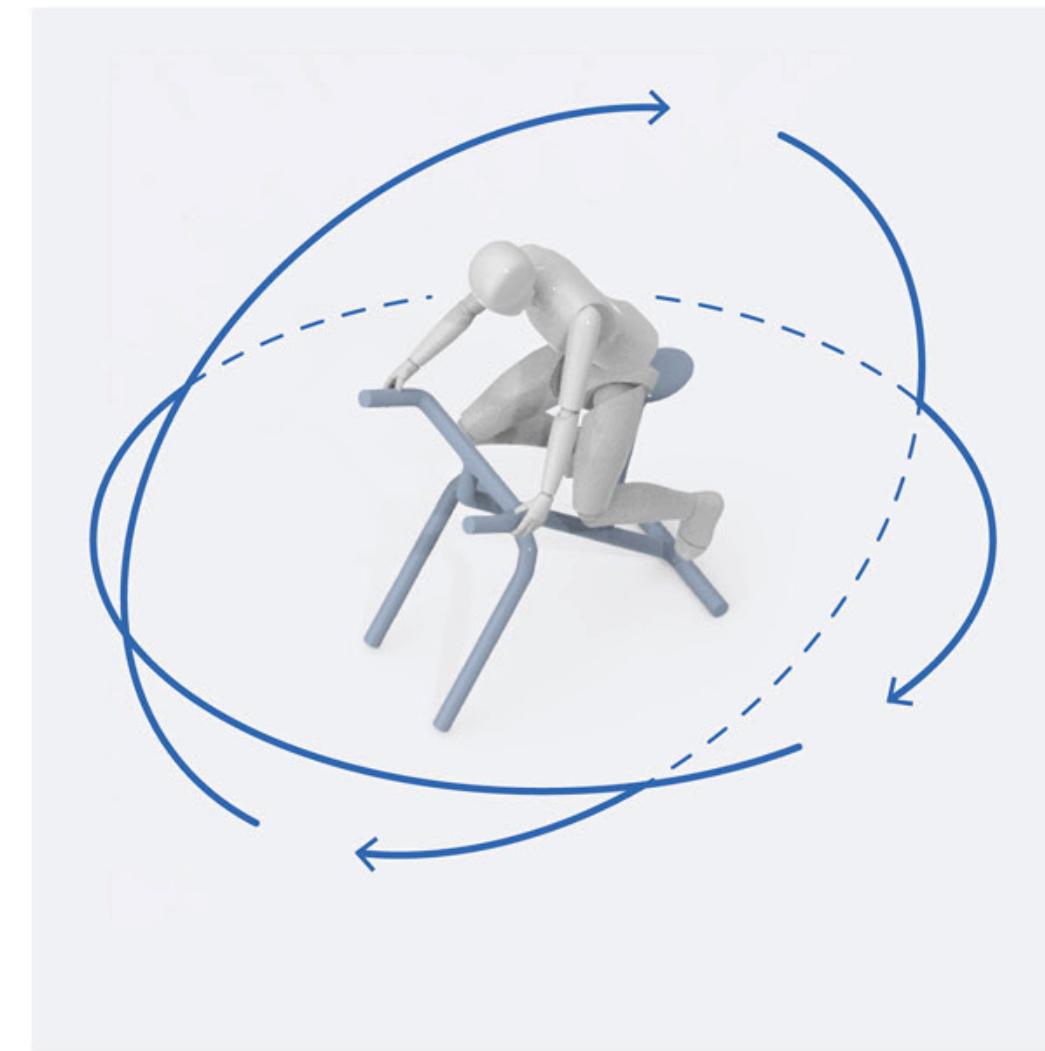


Visualization

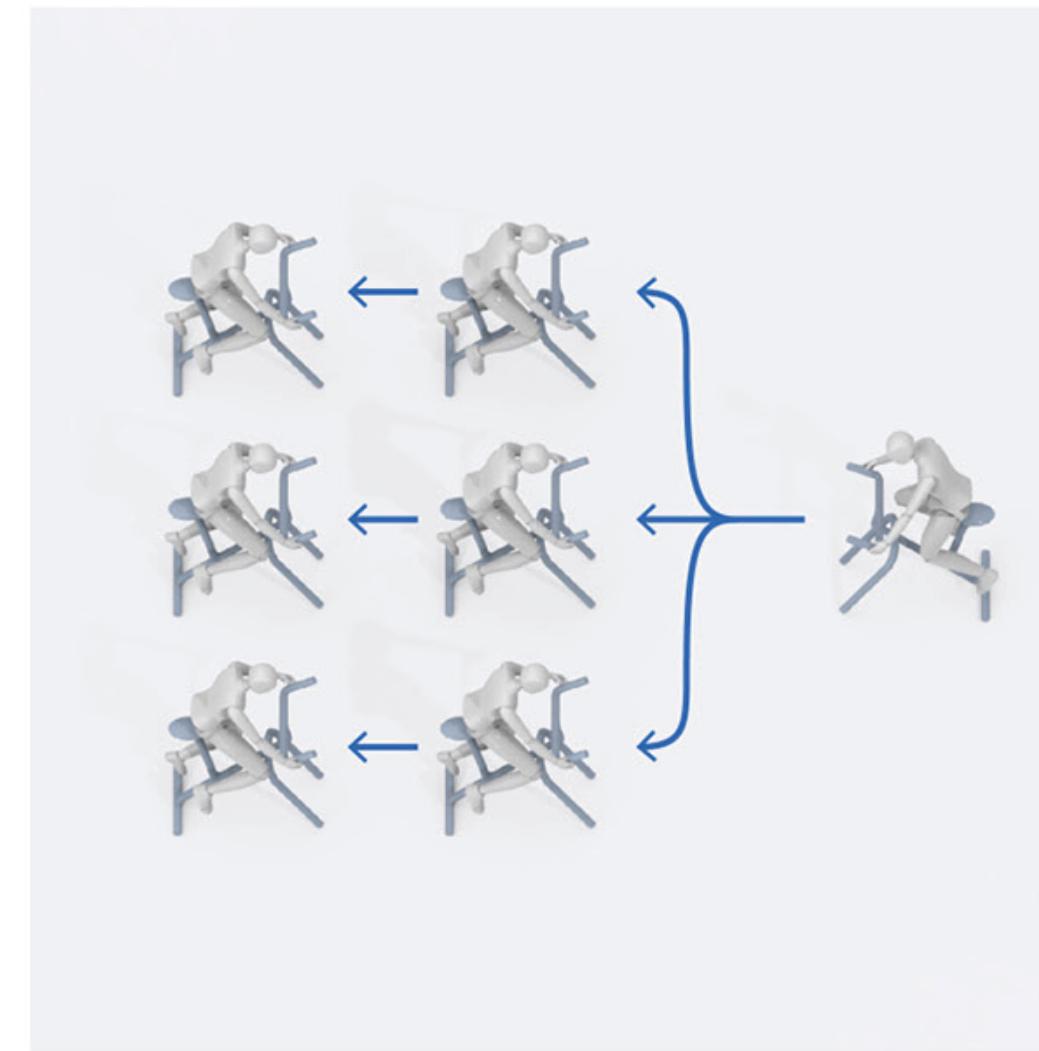


Integration

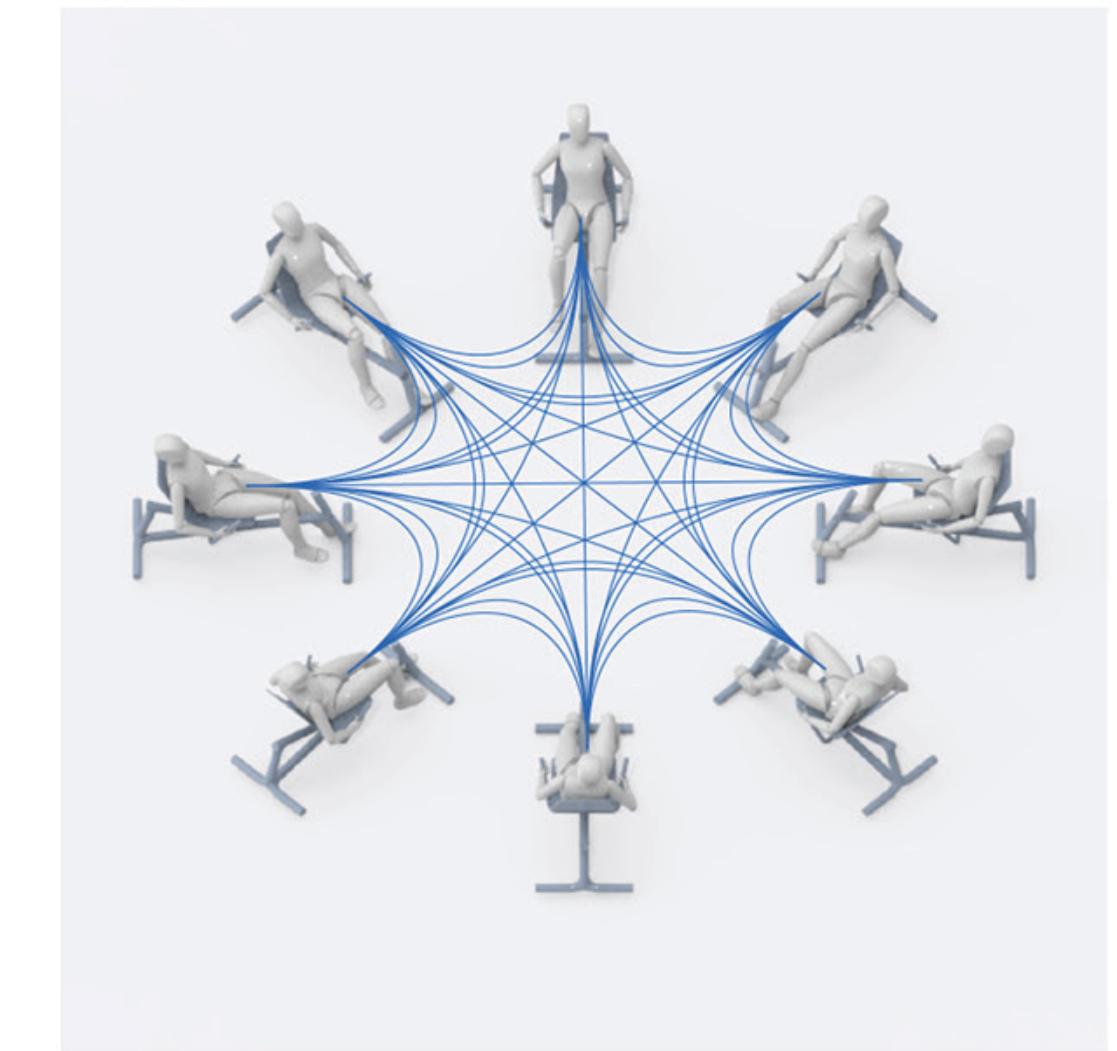
Social Intuitiveness



Past
Self-Contained

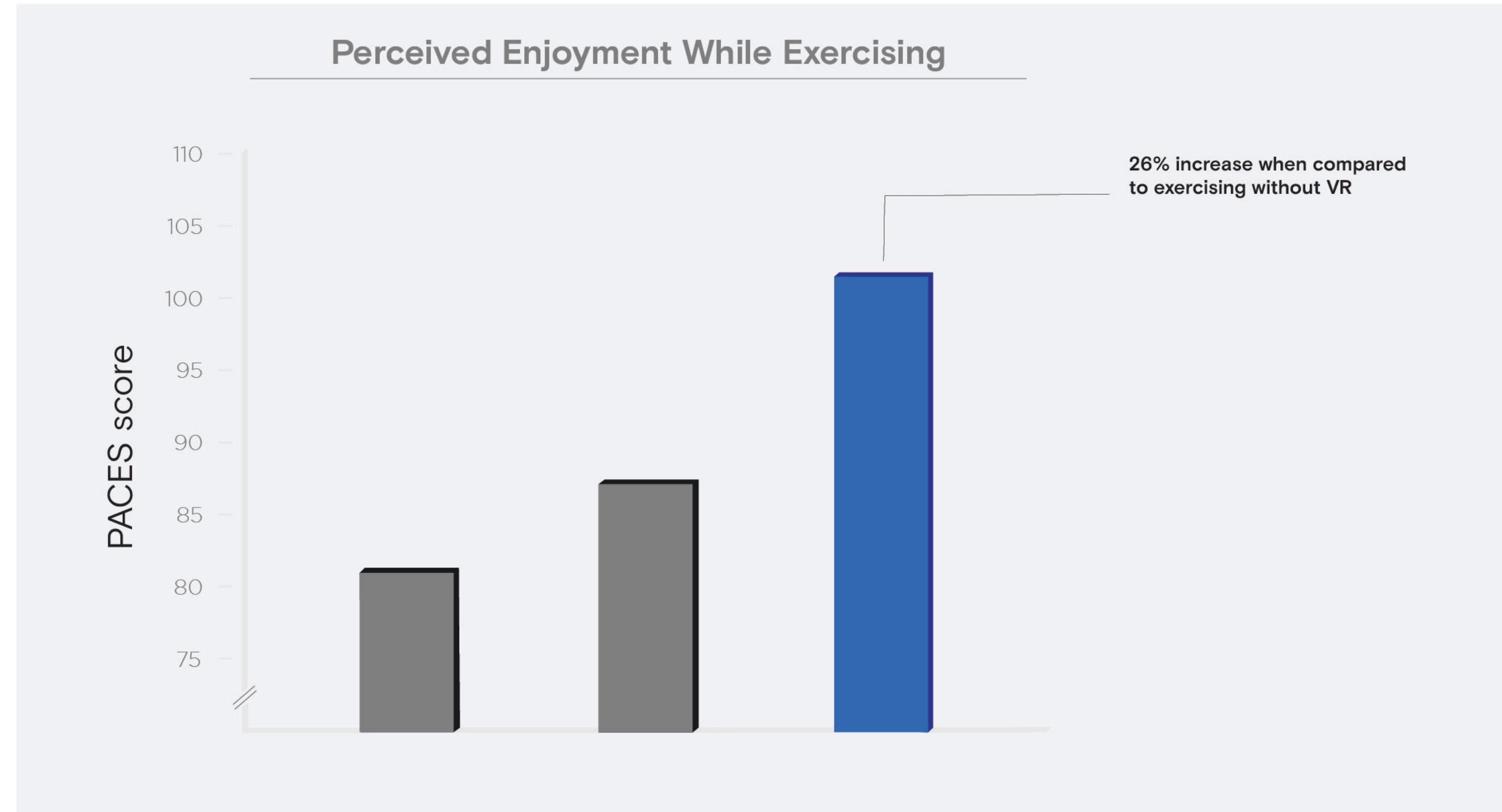


Present
Unidirectional Interaction



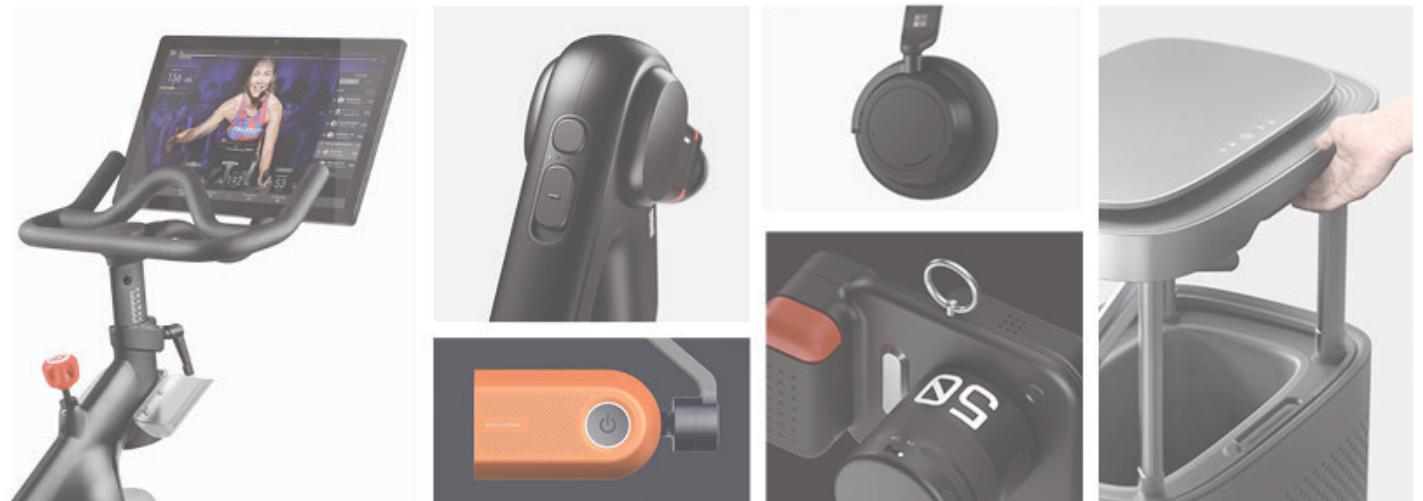
Future
Omnidirectional Interaction

Immersive Enjoyment



Peloton

premium home



Nintendo

playful technology



Oculus

future lifestyle



intuitive

	01	02	03	04	05
intuitive			X		
visual				X	
belief			X		

Total = 10

intuitive

	01	02	03	04	05
intuitive		X			
visual		X			
belief					X

Total = 9

intuitive

	01	02	03	04	05
intuitive					X
visual				X	
belief					X

Total = 14

Oculus future lifestyle



1 **Oculus VR**

2 **Home Technology**

3 **Connected Fitness**

1

2

3

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

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



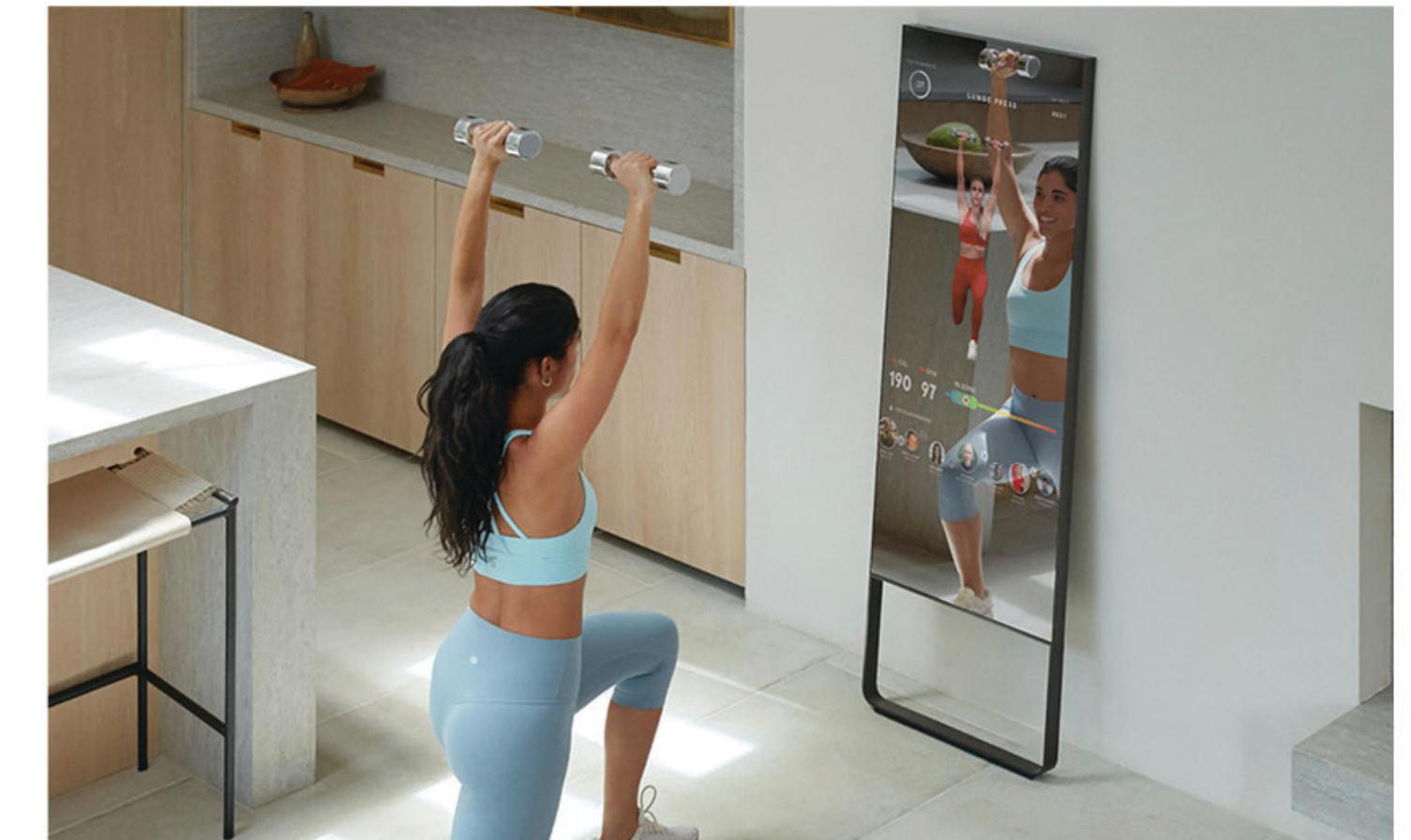
Hydrow Rowing Machine

Excitement



Peloton Stationary Bike

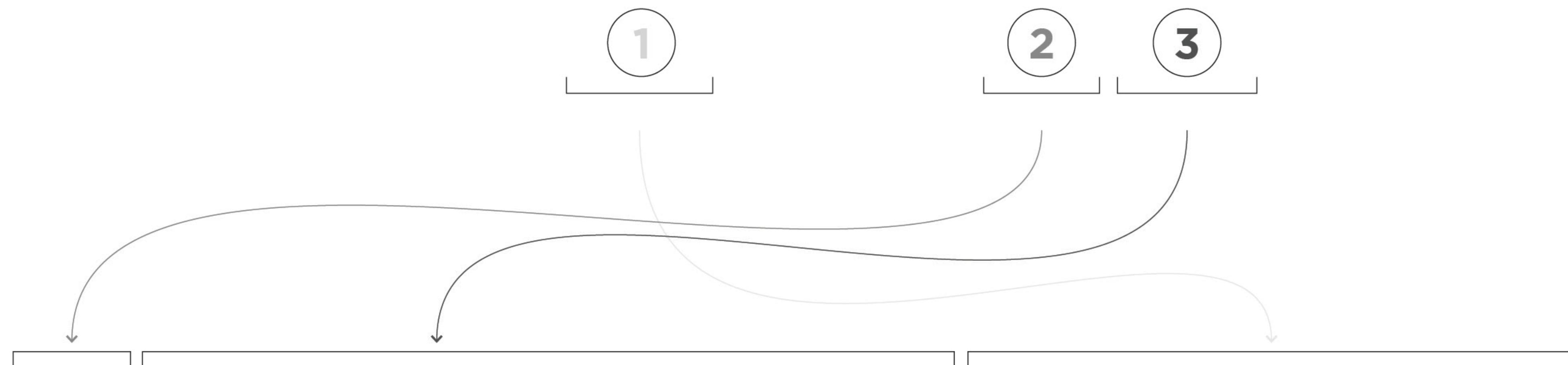
Purity



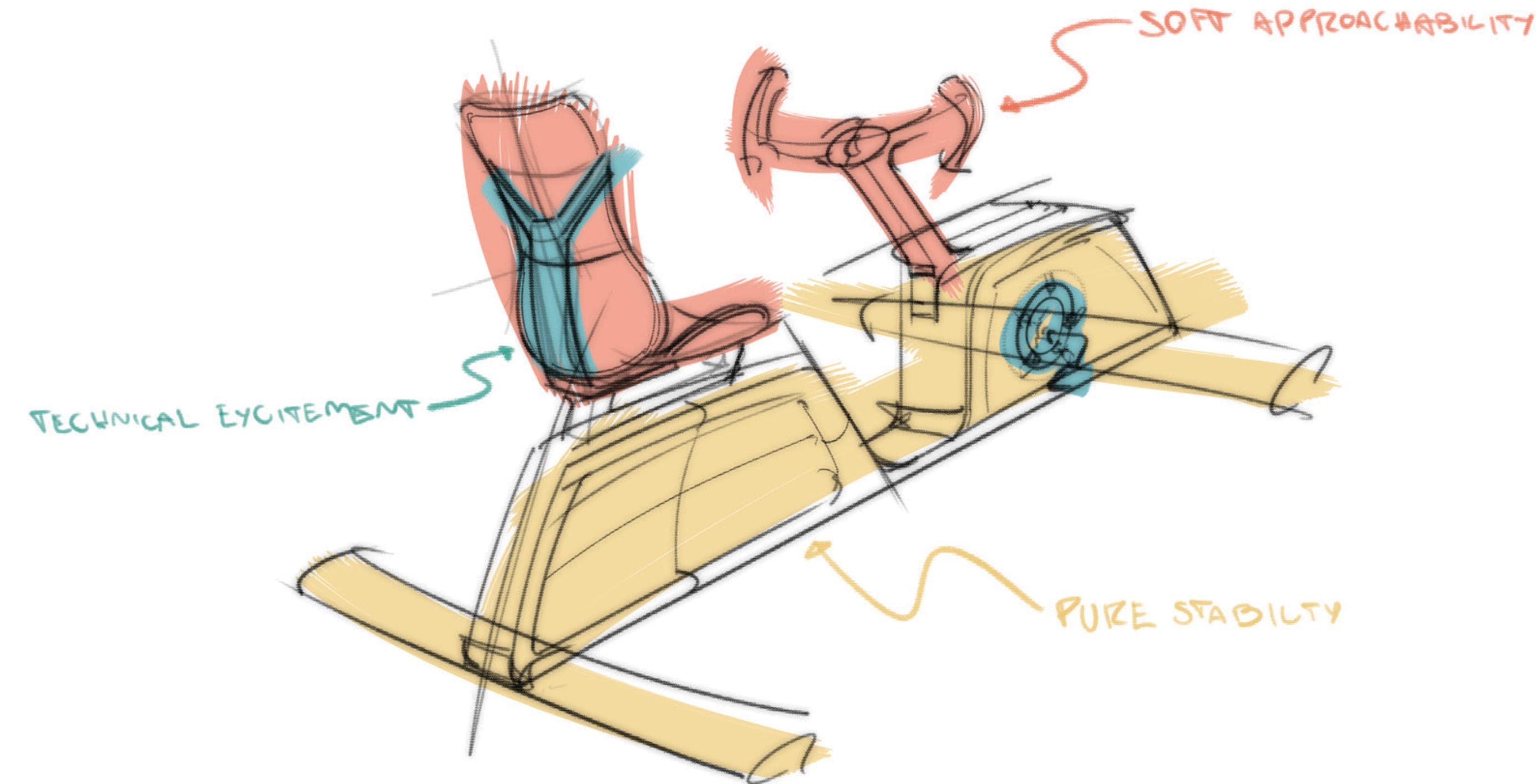
Mirror Smart Gym

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

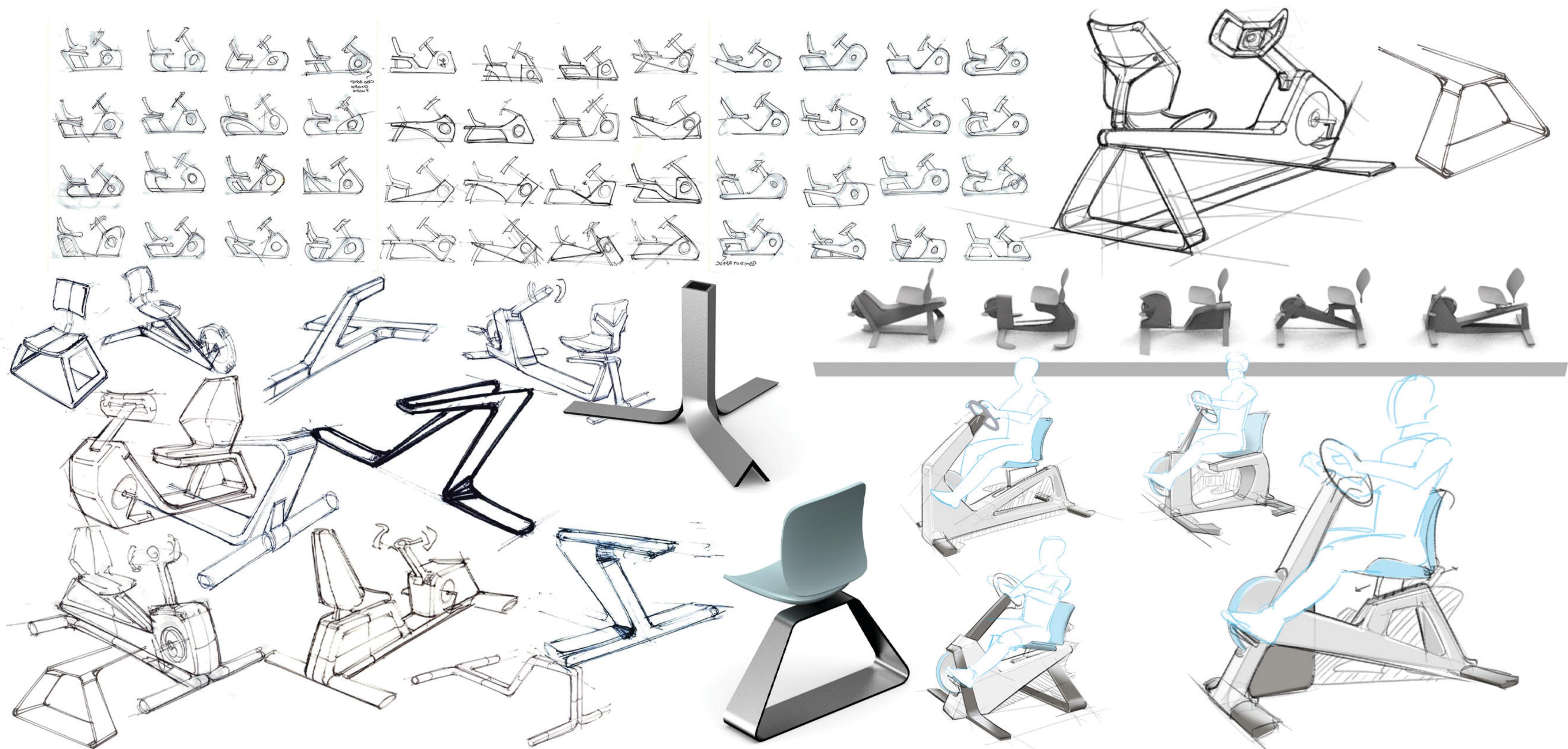
What does it mean for Oculus to design a home fitness product?



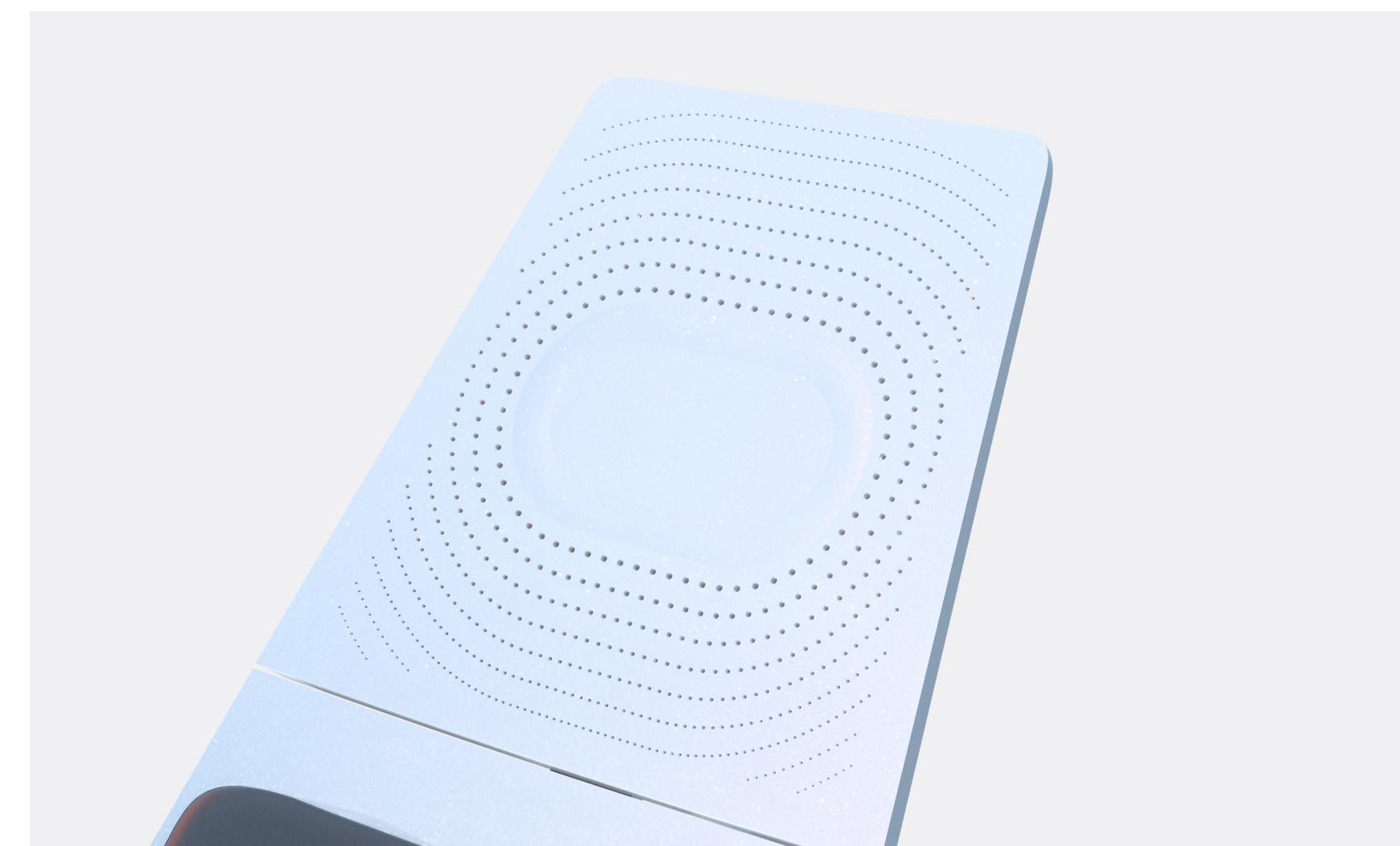
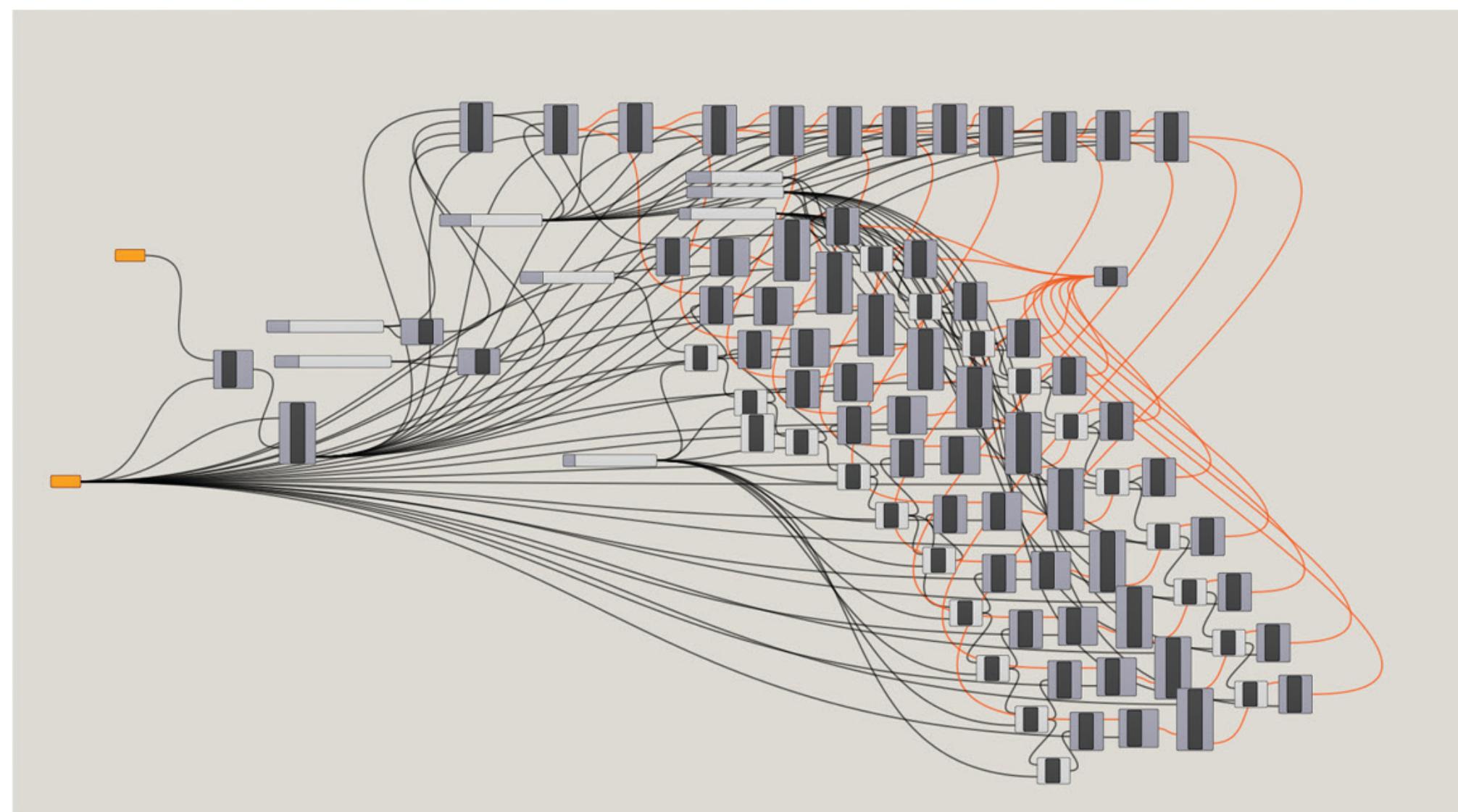
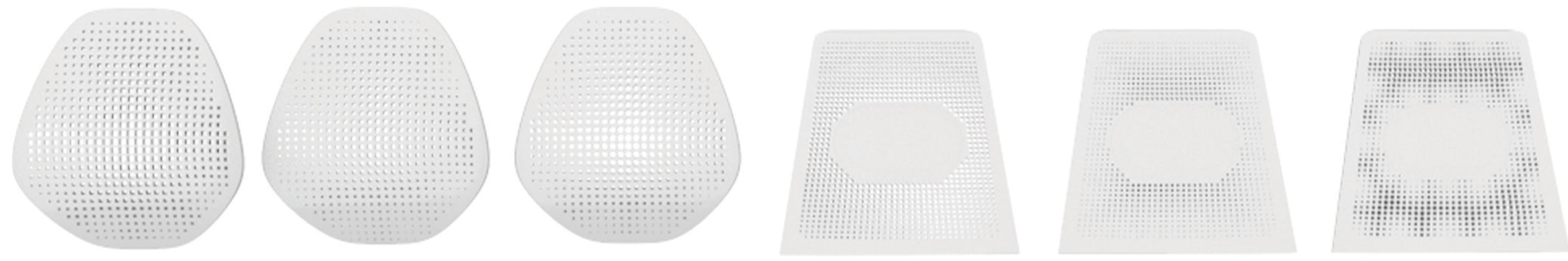
A pure, stable design with exciting areas of visual weight, and soft, approachable touch-points.

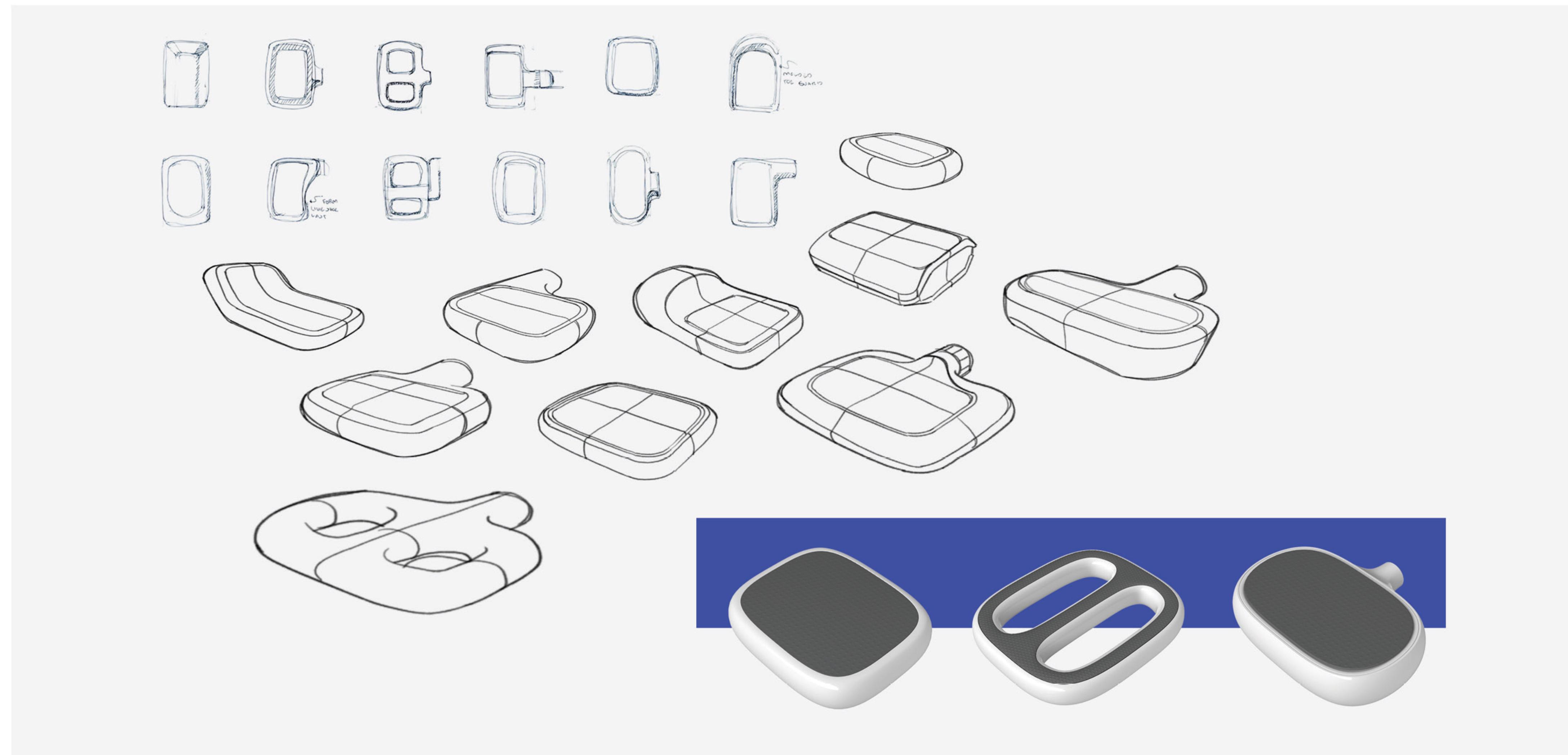


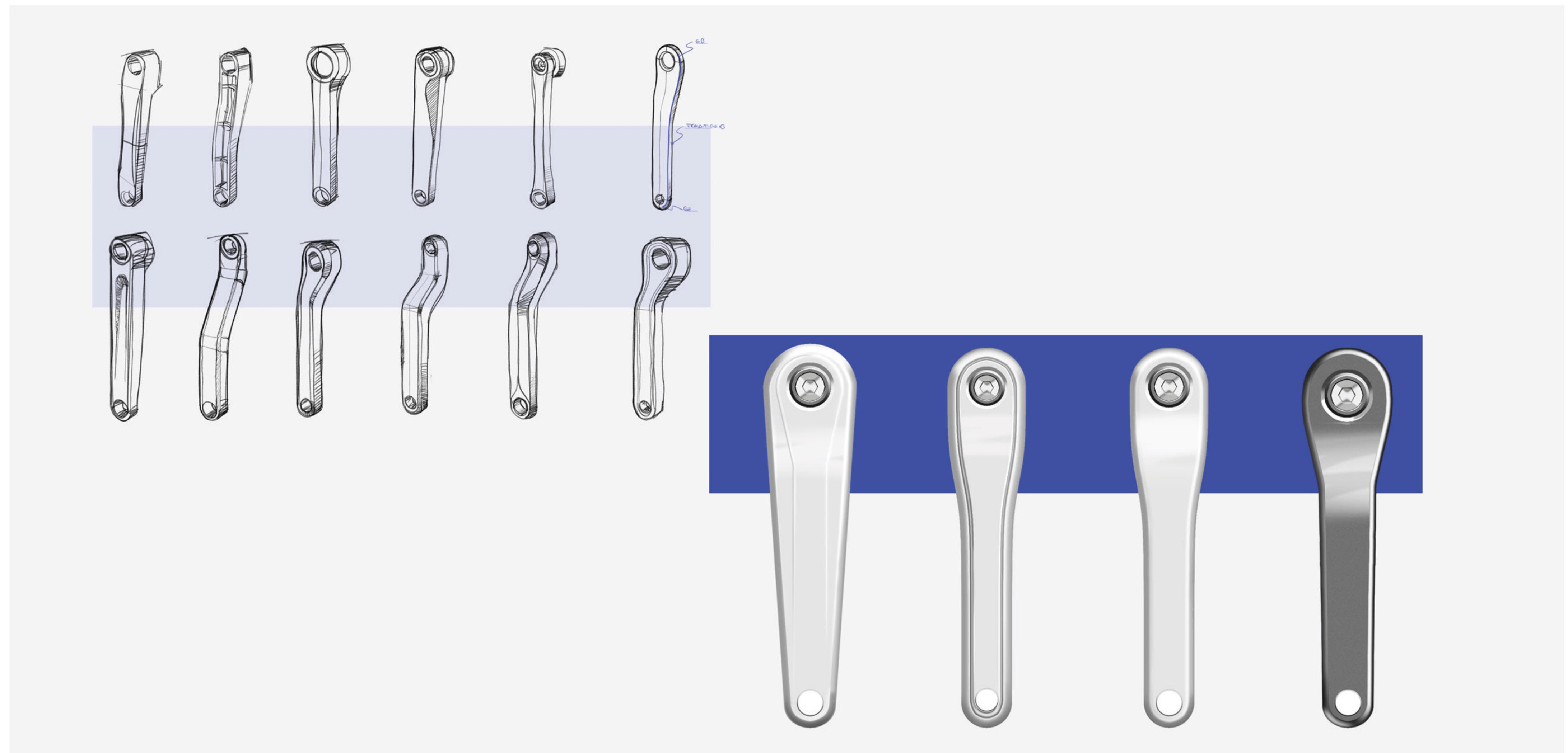
A pure, stable design with exciting areas of visual weight, and soft, approachable touch-points.

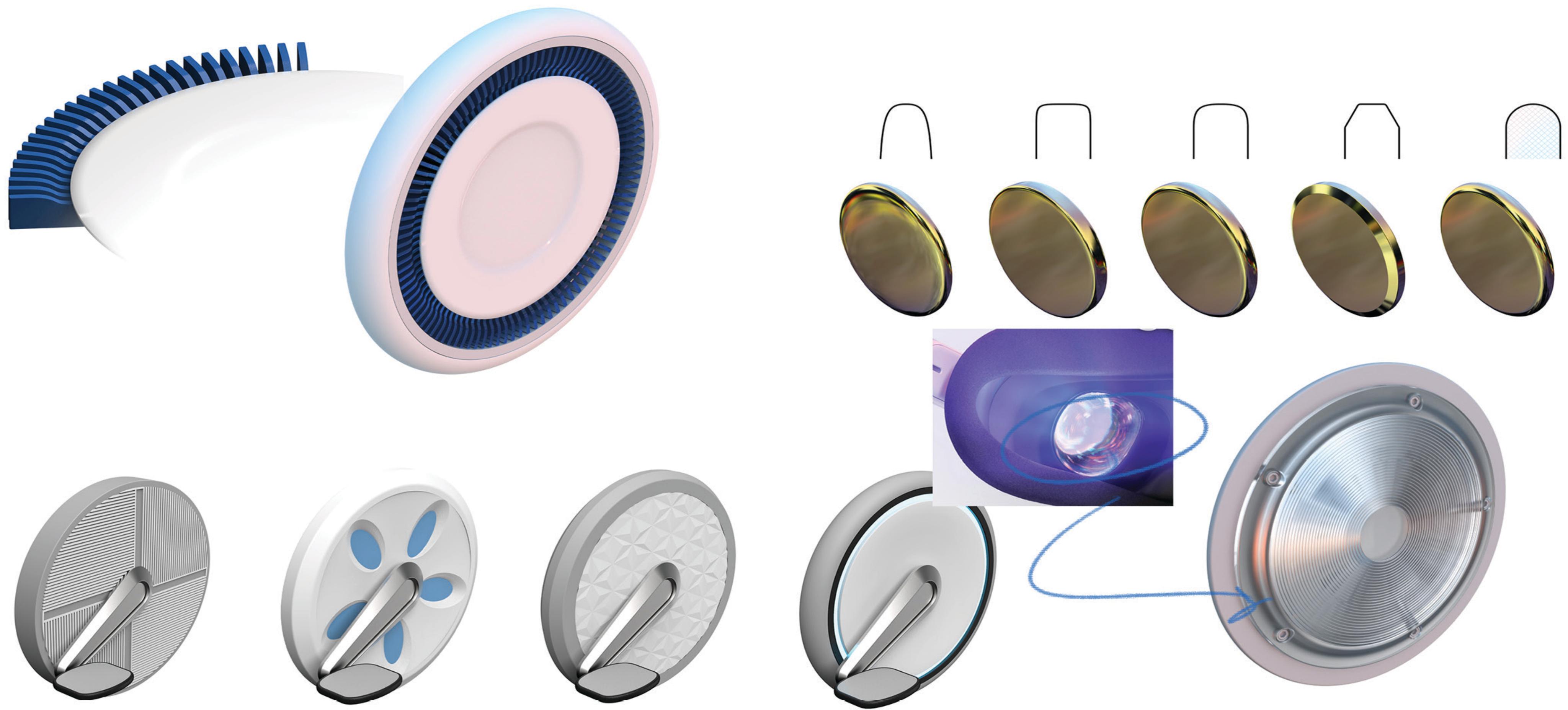


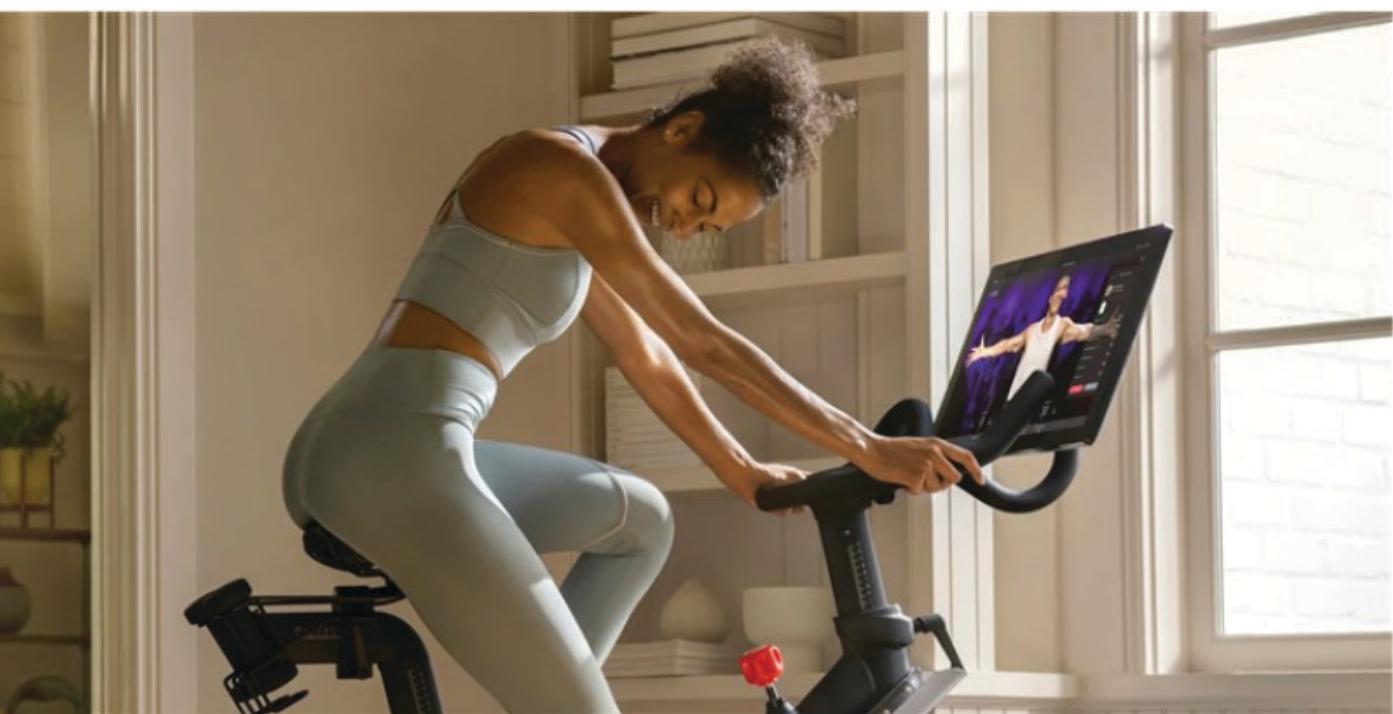
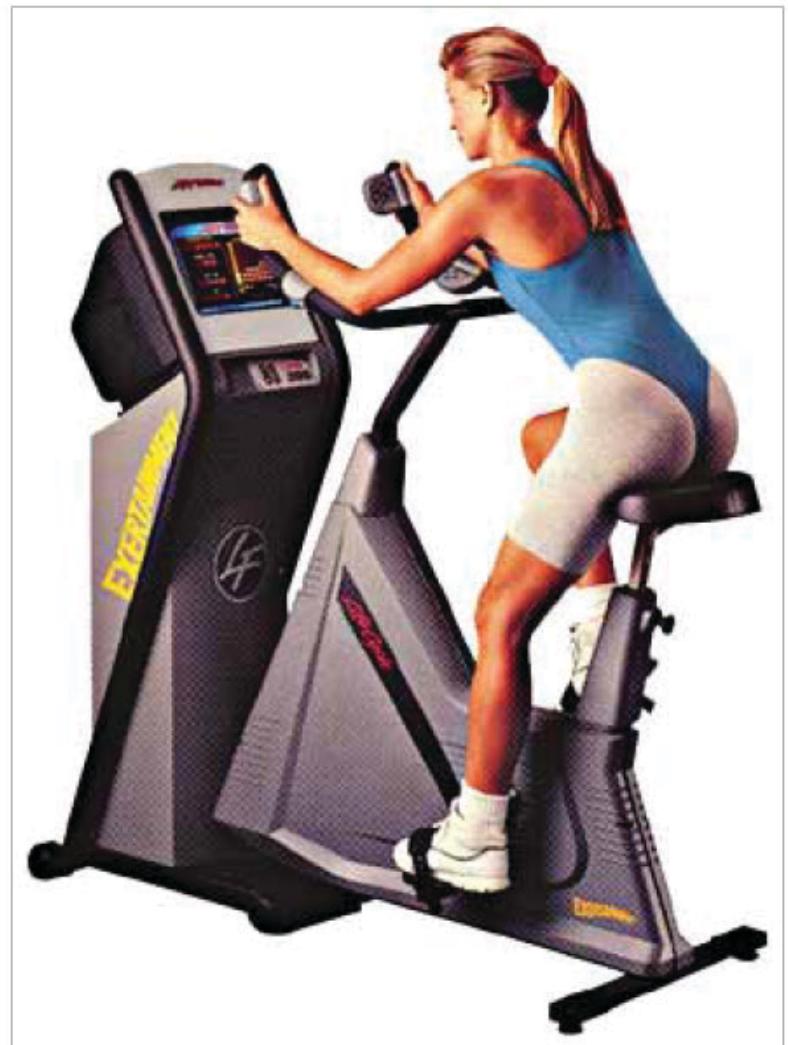












Exercise bikes have always been a reflection of our current technological capabilities in consumer products.

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

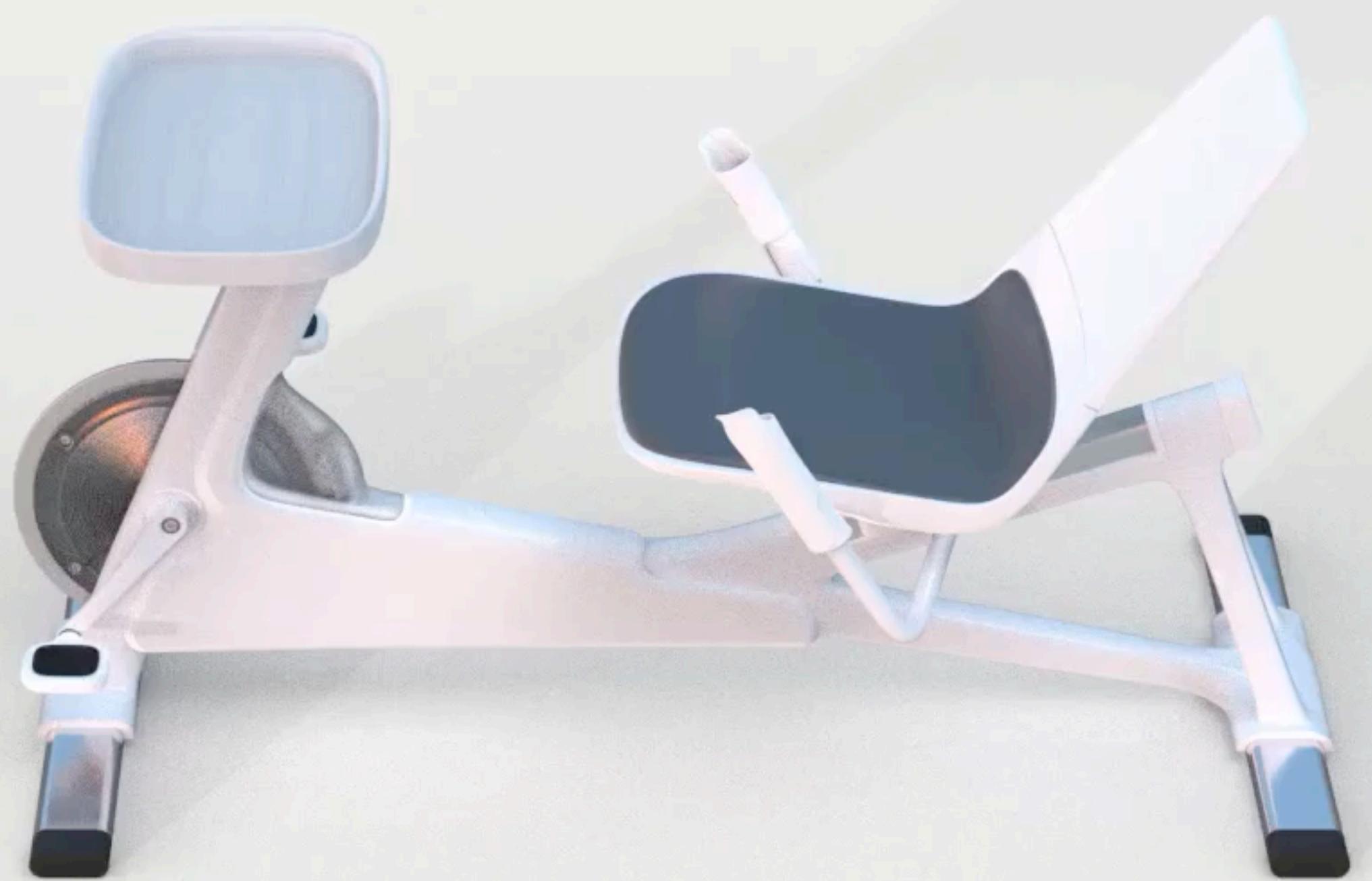


IMMERSIVE. RECUMBENT. **ROTA.**



EXERCISE UNLEASHED





Integrated Resistance



Resistance Level: 9



Digitally Design – Physically Informed



Why Recumbent? 3 key justifications:

superior stability



interaction potential



aesthetic opportunity

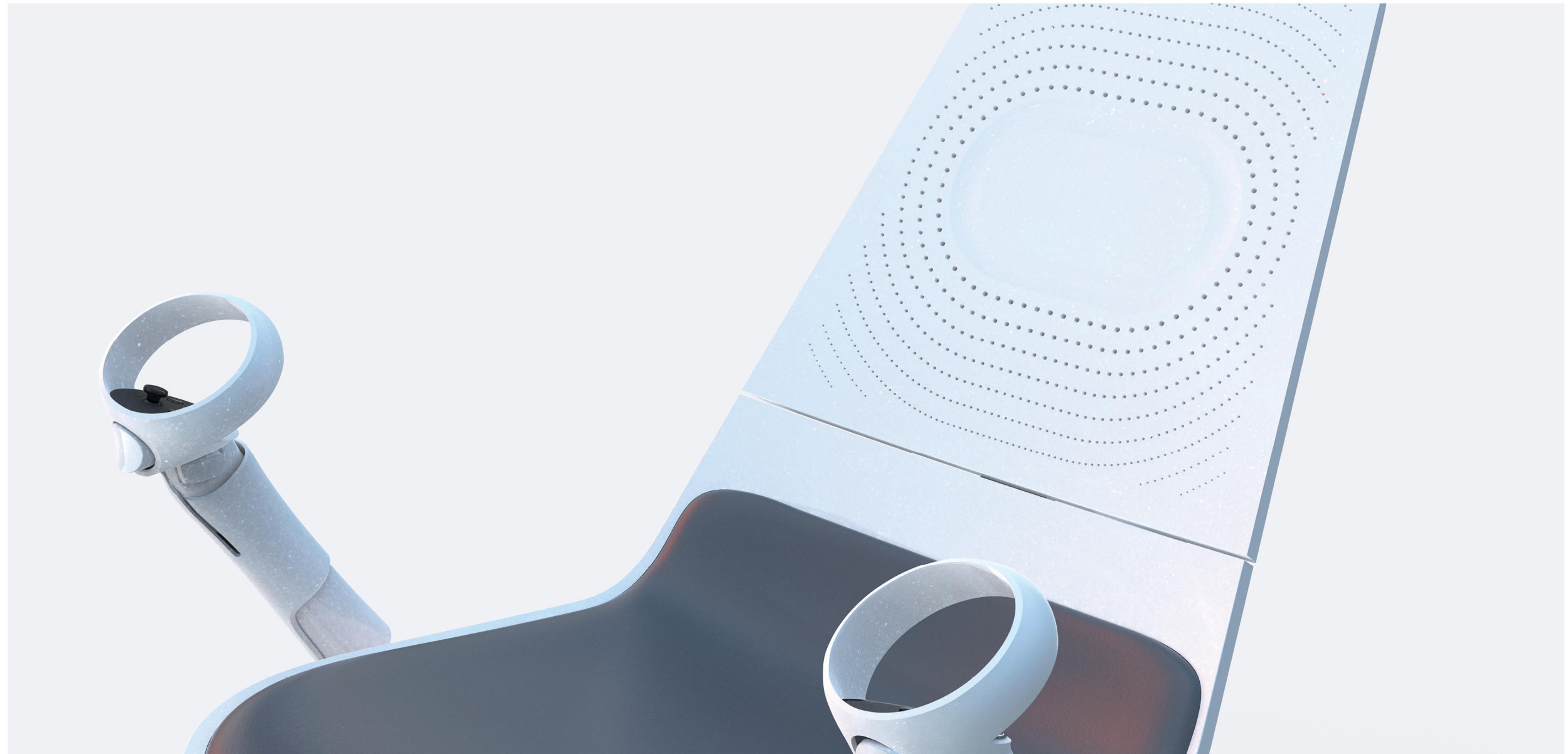




mallory_michael | cap_21



mallory_michael | cap_21



mallory_michael | cap_21



mallory_michael | cap_21



mallory_michael | cap_21



mallory_michael | cap_21

To my friends, professors, and critics:

Thank you.