



Media Contacts: Laura M. Pennino, Senior PR Consultant for Blue Goji  
281.286.9398, 713.419.1776 mobile  
lp@penninoandpartners.com, @laurapennino

Kyra Constam, Marketing Associate for Blue Goji  
512.270.4747 x 103, 512.669.9215 mobile, kyra@bluegoji.com, @bluegoji

Eric Weber, Director of Sales and Marketing for WOODWAY USA  
800-966-3929 x 158, 262.391.5631, EricW@woodway.com, @woodwaytreadmill

## **Blue Goji Announces Partnership with WOODWAY to Manufacture, Service, and Market Patented Infinity Treadmill to be Demonstrated at SXSW 2018 March 11-17 and IHRSA 2018 March 22-23**

**AUSTIN, Texas (March 9, 2018)** - [Blue Goji](#)®, a health and wellness technology company, has announced its partnership with [WOODWAY USA](#) to manufacture Blue Goji's patented, revolutionary Infinity treadmill. WOODWAY USA, a Wisconsin-based company, is a recognized manufacturer of state-of-the-art, custom, hand-built treadmills. Prototypes of the Infinity will be available for demonstrations this month at [SXSW 2018](#) in Austin and at [IHRSA 2018](#) in San Diego.

Blue Goji's patented, virtual reality (VR)-enabled treadmill will feature WOODWAY's patented, innovative mechanical slat belt design. Blue Goji will host demonstrations of the Infinity treadmill prototype at its booths at the [SXSW](#) Interactive Expo, March 11-14 (Booth 1813) and the SXSW Gaming Expo, March 15-17 (Booth 2110). WOODWAY will host the same demonstration at the [IHRSA 2018](#) Trade Show March 22-23 (Booth 3121).

The Infinity treadmill is unique in that it allows for natural torso movement and tracking, bio-feedback, and interaction with games developed by Blue Goji's and others, especially developers of virtual reality (VR) games. In addition to its unique gaming capabilities, the Infinity is designed for traditional training, conditioning, and rehab programs as well as innovative game and VR-infused versions for added benefits. To access the news release announcing the development and introduction of the Infinity treadmill, please follow this link: <http://www.bluegoji.com/news>

"Full disclosure: I've been a passionate client and fan of the WOODWAY Curve for almost 10 years! When we started the Infinity design process, I just assumed we would have access to the best mechanical slat belt design for its 'buttery,' low-impact feel and benefits. Imagine how excited I was when WOODWAY agreed to partner with us so that we could fuse two of the most original and innovative technologies together. It's kind of funny and sad that some companies would rather spend so much research and development efforts – so they claimed -- developing the slat copycat designs than reaching out to WOODWAY. We truly welcome and look forward to working with WOODWAY and creating more innovative products for years to come," commented [Coleman Fung](#), Blue Goji co-founder and chief executive officer.

The Infinity treadmill represents an important evolution of Blue Goji's GojiCare™ platform: it advances both the physical and neural benefits of doing "focused" cardio exercise, conditioning both muscle memory and cognitive capability. In addition to promoting fitness and health, Blue Goji and WOODWAY intend to collaborate with researchers and practitioners alike in active aging and neuro-therapy for patients suffering from various mental conditions. The Infinity treadmill and GojiCare™ service are well-suited for a wide range of users and applications: from playing immersive active games, training for marathon runners, and conditioning active older adults for fall prevention to working out or competing with friends online.

"At WOODWAY USA, we are proud of our ability to innovate and optimize the treadmill experience. We are thrilled and honored to leverage our expertise for the Infinity treadmill, further extending our ability to impact and change the market. WOODWAY will help ensure that Blue Goji's ground-breaking, gamified ideas and patented designs are supported by the best treadmill technology available," explained Eric Weber, WOODWAY USA Inc's. director of sales and marketing. "Together, we share a common vision to further the health and fitness industries. Focusing on our unique areas of expertise has made this partnership an exciting experience, allowing each of us to remain on the brink of new technology and continue to deliver innovative and game changing solutions to multiple markets."



Blue Goji and WOODWAY will begin accepting orders for its new Infinity product. Infinity will be commercially available and ready for delivery in early 2019.

To learn more about Infinity, please visit: <http://www.bluegoji.com/infinity>.

*Infinity is made under U.S. Patent Numbers 9,849,333 and 9,766,696; additional U.S. patents are pending.*

*Infinity, GojiCare, Goji Play, and other products, brands, logos, and trademarks are property of Blue Goji. All other brand and product names are trademarks or registered trademarks of their respective holders.*

#### **About Blue Goji**

Based in Austin, Texas, Blue Goji develops technology that makes fitness fun. Blue Goji's Goji Play™ fitness game system transforms conventional cardio workouts into engaging and fun experiences for both adults and kids. The Goji Play™ game system earned a coveted 2016 Red Dot Award for Product Design.

Blue Goji was founded in 2011 on the gaming expertise of Charles Huang and Kai Huang and the risk management and big data software expertise of Coleman Fung. The Huangs are the co-founders of Red Octane, developers of the highly successful Guitar Hero franchise. Fung is the founder and former CEO of OpenLink Financial. For more information, please see [www.bluegoji.com](http://www.bluegoji.com).

#### **About WOODWAY**

WOODWAY is the standard for state-of-the-art, custom, hand built treadmills. WOODWAY treadmills have been used for over 40 years in fitness training, medical rehabilitation and the uppermost echelons of human performance. WOODWAY's slat belt running surface and ball bearing transportation minimizes the impact of running while reducing the overall cost of operation – so you can train harder, faster, longer. WOODWAY developed the patented, and innovative, CURVE treadmill a decade ago at the behest of fitness and performance facilities for a manual treadmill which accelerates and decelerates with the users' gait – this allows for better running form, sound biomechanics, more calories burned, and a lower overall operating cost. This is just one example of how WOODWAY treadmills are built on the efforts and commitment of dedicated professionals. WOODWAY strives to continually innovate its product quality and design. The company's focus is on finding unique and superior solutions to achieve consumers' goals – For The Long Run. For more information, please visit [www.woodway.com](http://www.woodway.com).

###