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## **Blue Goji to Introduce Patented Infinity Treadmill Prototype at SXSW 2018**

Infinite Possibilities: Play Harder, Train Smarter, Connect Deeper, and Rehab Happier

**AUSTIN, Texas (March 7, 2018)** - [Blue Goji](#)®, a health and wellness technology company, will introduce its patented Infinity treadmill prototype this month at [SXSW](#) in Austin. Blue Goji will host demonstrations of the Infinity treadmill that incorporates the new technology at its booths at the SXSW Interactive Expo, March 11-14 (Booth 1813) and the SXSW Gaming Expo, March 15-17 (Booth 2110).

The Infinity prototype is unique in that it allows for natural torso movement and tracking, bio-feedback, and interaction with games developed by Blue Goji 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.

“The Infinity is an excellent example of ‘bleeding edge’ technology. It is also a great example of our steadfast commitment to the gamification of the health and wellness sector, and our proven ability to transform mundane cardio equipment into a new, fun platform. Users cannot only walk or run on Infinity with their own custom training profiles, but they can also play immersive VR and 2D games using a range of body motions. Users will benefit from feeling more stable and secure because of our patented tension-sensing belt. In fact, with a wider range of body motions, users can enjoy meditative and balance exercises like tai-chi and standing yoga. With Infinity, the human body becomes an active joy stick, not only for gameplay but also for new types of exercise and conditioning programs, including VR-enabled rehabilitation,” explained [Coleman Fung](#), Blue Goji co-founder and chief executive officer.

The Infinity treadmill represents an important evolution of the company’s [GojiCare™](#) platform – it truly 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 intends to collaborate with researchers and practitioners alike in the area of 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 games, training for marathon runners, and conditioning active older adults for fall prevention, to working out or competing with friends online.

Blue Goji is also excited to showcase an early demo of a new game: [Furiends](#), a new type of game that features both Virtual Reality and Augmented Reality in an integrated fashion. With this two-prong approach, players can cultivate a relationship with their own dog and care for it in the AR mobile app, as well as embark on unique adventures in VR.

Infinity will be commercially available and ready for delivery in early 2019. Blue Goji will begin accepting orders for the new product, which will be manufactured in the United States by [WOODWAY USA](#), a Wisconsin based company, featuring WOODWAY’s unique, proven mechanical slat design.

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 pending.*

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### **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 to find unique and superior solutions to achieve consumers' goals – For The Long Run.

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