



tagSpace

FOR IMMEDIATE RELEASE

TAGSPACE BRINGS NEW TECH FITNESS TO QUEENSLAND

BRISBANE, QUEENSLAND, AUSTRALIA, 1 June 2022 – Brisbane tech company, tagSpace take on the challenge set by the Queensland Department of Tourism, Innovation and Sport and the ActiveKIT program to utilise their cutting edge Augmented Reality software to get more Queenslanders engaged in physical activity. Their AR Fitness Tours, which can be accessed via their discovAR mobile app, allows users to engage in a series of AR led exercise stations, with featured programs located in select parks across Brisbane, Townsville and MacKay, as well as a version for local use.

The ActiveKIT program is an important way to create new ways of encouraging and enabling Queenslanders to improve their overall health.

“We know over 420,000 Queenslanders are not getting enough physical activity each week, and more than 48,000 Queensland children are getting less than one hour of physical activity each day,” said Dr Littlewood, Health and Wellbeing Queensland Chief Executive

tagSpace aims to help Queenslanders, by bringing a new and interactive way to exercise without the need for gyms or private fitness instructors. With tagSpace you simply download the discovAR app to your smartphone, and through an augmented view of your smartphone camera you will see a view of the world enhanced by location-aware computer graphics (“Tags”) that will point and guide you to specific fitness areas or publicly available equipment. At each of those stations, you will find videos and textual descriptions of the fitness activity they should undertake using the features there.

For example, a Tag pointing to a rock or a low wall may introduce them to exercises such as step-ups or dips, with the accompanying content explaining clearly how they may safely participate in the exercise.

Users are rewarded with fun AR moments where a 3D avatar will congratulate them near the fitness station, which they can then optionally capture and share to their favourite Social media channels. The user will then move on to select their next challenge. Each fitness program contains a predetermined number of exercises and the app will track their progress through them.

AR lends itself to fitness and experiencing the outdoors, and acted as the impetus for tagSpace’s foundation. As tagSpace's founder & CEO, Paul Martin recalls:

“The vision for tagSpace was born 12 years ago while I was out trail running with a friend at my videogames company; we thought what would make the run even more fun would be to collect

Sonic-the-Hedgehog rings as we flew through the trees - and then give anyone the ability to create those rings in the first place!". Since then, using immersive technologies to get people outside, fit, happy and healthy has always been one of the pillars of our company.

AR Fitness Tour Links

Brisbane

Roma St Parklands AR Fitness Zone

<https://publish.tagstorm.com/XzU1c70zZlb>

New Farm Park AR Fitness Zone

<https://publish.tagstorm.com/ZG4svuEBZlb>

Mackay

Botanical Gardens AR Fitness Zone

<https://publish.tagstorm.com/HdwxXbBxGnb>

Queens Park AR Fitness Zone

<https://publish.tagstorm.com/IP0F0hk2fkb>

Townsville

Strand Park AR Fitness

<https://publish.tagstorm.com/3hHVBYO5fkb>

Anderson Park AR Fitness

<https://publish.tagstorm.com/TrYooEK8fkb>

About tagSpace

tagSpace Pty Ltd. (tag-space.com) is a tech start-up comprised of video-game industry veterans and founded by CEO, Paul Martin. tagSpace provides a mixed-reality, location-based platform for creating interactive, social experiences running on mobile and wearable hardware, bringing the digital metaverse to the real world.

About ActiveKIT

The ActiveKIT initiative is being delivered by DTIS in collaboration with Health and Wellbeing Queensland. The initiative aims to encourage better utilisation of **Knowledge**, harnessing **Innovation** and leveraging **Technology** to enable more Queenslanders to be physically active more often, and to strengthen the capability of organisations to provide products and services that get Queenslanders moving.

For more information on ActiveKIT visit www.dtis.qld.gov.au/activekit

Hashtags

#ActiveKIT

#BoostYourHealthy

@SportAndRecQld

@healthandwellbeingqld

@tag-space

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Media: Photos and Videos available to download at:

<https://drive.google.com/drive/folders/1fu0erRjm1cWshFf0rAGkA-Tmc8xtDe0h?usp=sharing>

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