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As the ultimate virtual class content platform & playback technology provider, FitboxVirtual have been pioneers of virtual. Jonny Queen of FitboxVirtual® talks about the experience of virtual, and how virtual technology is breaking.

### What does the GroupX studio of the future look like for FitboxVirtual?

It's such an exciting time in the fitness industry now that technology is bringing education and information to everyone's finger tips. Just look at the hundreds of fitness and nutrition apps helping guide people through the ever more complicated world of fitness.

Products like virtual are also helping break down barriers to exercise. It's easy to forget that a huge number of people find exercise and fitness clubs extremely intimidating, while many others need escapism and distraction in a workout. What better way to get those people that don't enjoy exercise into exercise by providing them a way to feel they're not exercising!?

Virtual is a great way of escaping the four walls of a fitness studio – making people feel immersed in a yoga class in the jungles of Thailand, or feeling the twists and turns of cycling through futuristic worlds in Les Mills The Trip™. Next time, you're in the middle of the pack in the Tour De France with The Sufferfest. I know I'd prefer to be doing that rather than looking at my watch every 2 minutes to see how many calories I've burnt or exactly how many seconds I have left on a treadmill.

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