

## **7 Minute Superhero Workout: Now Available**

**Become a superhero with the first motion-tracking workout game that counts every rep and every calorie of every exercise!**

London, UK - December 3rd 2014

Six to Start today announced the release of 7 Minute Superhero Workout, a smartphone and tablet game that combines high-intensity home exercise with a thrilling sci-fi story. 7 Minute Superhero Workout is available for iOS and Android devices, and is the world's first app that uses motion-tracking to count every rep and every calorie of the player's exercises.

In the game, players become the pilot of the prototype AEGIS One battlesuit, tasked with defending Earth against alien invaders. Punches become plasma blasts and abdominal crunches charge the suit's reactor, creating an exciting and motivating new kind of workout.

7 Minute Superhero Workout uses sophisticated motion detection to count players' exercise reps and calories — no other app is capable of providing the same level of detail and interactivity.

Six to Start are veterans of the fitness gaming galaxy, having previously co-created the world's best-selling smartphone fitness game, *Zombies, Run!*, which now has over one million players, along with the Department of Health-funded game, *The Walk*.

Adrian Hon, CEO of Six to Start, said, "We know how difficult it can be to motivate yourself to work out every day, so we created a new kind of app that's more exciting and interactive than anything else out there. Who doesn't want to become a superhero and save the Earth from alien invaders — and get fit in the process?"

Matt Wieteska, lead writer and audio director, said, "Our story captures everything we love about superheroes and sci-fi: fighting against impossible odds, flying through exploding alien space-ships, saving the world by the skin of your teeth. 7 Minute Superhero Workout shows what happens when you assemble a team of amazing writers, actors, sound designers, and developers to create a game that's full of thrilling adventures, utterly disgusting aliens, and exciting workouts. We can't wait for you to become AEGIS One."

7 Minute Superhero Workout contains 20 story missions, each lasting around 20 minutes each, along with 12 rapid workouts. Over 40 bodyweight exercises, including push ups, jumping jacks, burpees, power squats, and mountain climbers, are tracked in the game. No weights or special equipment is required to play.

The game's workout style is inspired by the classic "7 Minute Workout", with players exercising different parts of their body in a dynamic high intensity interval training scheme.

Unlike other apps that are comprised solely of time-based workout sets, 7 Minute Superhero Workout goes further by creating rep-based sets that are synced to missile launches and dodging asteroids.

Owners of Apple TV (iOS users) or Chromecast (Android users) can also battle on a big screen, as 7 Minute Superhero Workout is optimised for streaming to TVs.

7 Minute Superhero Workout can be [purchased on the App Store](#) or [the Google Play Store](#). Regular price is \$2.99 USD (£1.99 / €2.69).

- For more information and an App Store link, visit [superheroworkoutgame.com](http://superheroworkoutgame.com)
- Images and assets are available at [superheroworkoutgame.com/presskit/presskit.html](http://superheroworkoutgame.com/presskit/presskit.html)
- For further enquiries, email [hello@sixtostart.com](mailto:hello@sixtostart.com) or call +44 (0)33 3340 7490

## Key Facts and Figures

- Motion Tracking Gameplay: First ever smartphone app to counts every rep and every calorie of every exercise using the device's front-facing camera. Your punches become plasma blasts, and your ski jumps help you dodge enemy missiles!
- Gripping Story: Defend Earth against alien invaders across 20 epic missions, each including ~20 min of high-intensity exercises.
- Battle Workout: Along with 12 preset workouts, players can create their own workouts in real-time with the Battle Workout mode.
- Achievements: Climb the ranks of the Orbital Defence Corps by earning medals and achievements for every rep and every workout you perform.
- Challenges: New in version 1.1 and exclusively for iOS users, our challenge mode will push you to your limits. Conquer each of the seven trials to prove yourself fit to defend the Earth!
- Big Screen: Optimised for Apple TV (iOS users) and featuring Chromecast support (Android users), so you can battle on a big screen.

## About Six to Start

Six to Start is a game developer based in London, specialising in games that combine storytelling with real-world interaction. Co-creators of the hit running game Zombies, Run! with over one million players, Six to Start is acknowledged as the world leader in smartphone fitness games. Their work has been exhibited at the Museum of Modern Art in New York, and won awards including Best of Show at SXSW. Past clients include Disney Imagineering, Microsoft, the BBC, and Death Cab for Cutie.

Find out more at <http://www.sixtostart.com>