

For immediate release  
Februay 13th 2023

Lifeform AI  
Asian Entrepreneurship Awards Steering Committee

## AI Healthtech startup, Lifeform AI, Technology Showcase will be launched at Tokyo Dome Fitness Club

**【20 Feb – 5 Mar: Fitness Experience of the Future】**  
**Demonstration of Future Gym training system with AI trainer's feedback**

(Tokyo, February 13th, 2023) Lifeform AI (address: Sydney, Australia; CEO: Dr. Karlos Ishac), an AI Healthtech startup, is pleased to announce that from 20th February to 5th March 2023, the company's innovative training system, the Lifeform Future Gym will be launched in a demonstration project at the Tokyo Dome Fitness Club. Lifeform AI participated in the Asian Entrepreneurship Awards (hereafter: AEA) 2021, an innovation award in which selected entrepreneurs from Asian countries and regions compete. The AEA Steering Committee subsequently is supporting the organisation of this demonstration project.

Lifeform AI is a startup established by a graduates of the University of Tsukuba. The AEA Steering Committee is supporting this demonstration project to act as a bridge between Lifeform AI, a startup with unique technology, and Japanese companies, and to encourage its expansion in the Japanese market.



In this demonstration project, people can experience the future of training through Lifeform AI's 'Future Gym System', which is an innovative training system. During the showcase, people can learn how to correctly perform various exercises from an AI coach trained on a wide range of expert trainer data on Lifeform AI's patented smart sensing technology. In this way, a person can learn from Lifeform AI's 'Master Coach'. The AI

coach will assess the user's skill and provide personalized feedback on how to improve their technique. Through using this system, users can acquire and improve training skills even in environments where a trainer is not nearby or available.

In this demonstration, you will be able to experience a 5-minute program and receive feedback from the AI trainer on the correct way to train, as well as experience other features in the showcase such as smart balance assessments. Enjoy the fitness experience of the future using innovative AI powered sensing technology.

Lifeform AI will use this project as an opportunity to scale the Future Gym System, which designs the future of training, in Japan, and the AEA Steering Committee will continue to provide support, including creating opportunities for collaboration with Japanese companies.

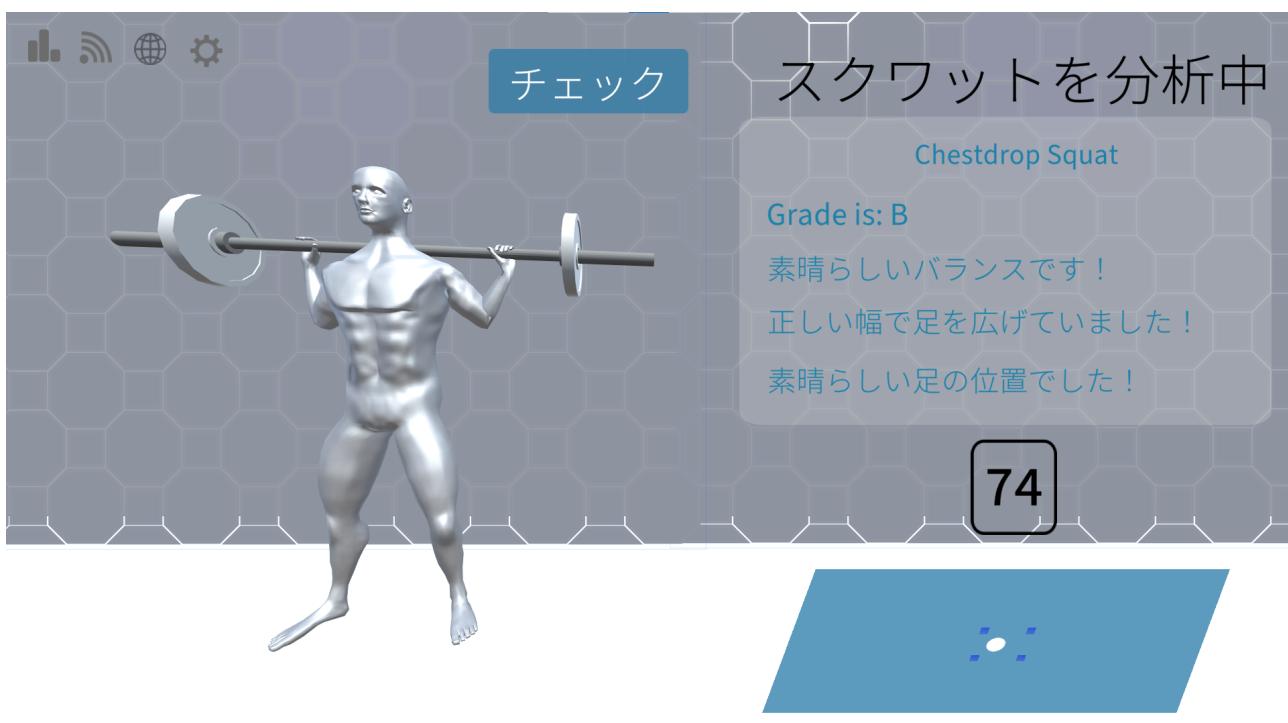
## About Future Gym

The Lifeform AI Future Gym uses Lifeform AI's AI powered sensing technology to provide a revolutionary training experience based on state-of-the-art human sensing. This system enhances training by actively sensing user posture and motion in various skills and providing tailored AI-powered guidance to augment physical skill acquisition. The users skill level can range from beginners to professional athletes, regardless of their level of training proficiency.

The core algorithms and technology were developed by the company founders Dr. Karlos Ishac and Katia Bourahmoune who are both academic researchers in robotics and AI.

## 《Features》

- Feedback from AI coaches
  1. Sense user's posture and movement using the Lifeform AI sensing interface.
  2. AI based analysis of user training skills and key exercise metrics such as "motor skills", "balance" and "posture"
  3. Provide individual feedback and recommendations from the AI trainers
- Popular training study programmes  
Users can learn Popular workouts such as squats, deadlifts and barbell shoulder press through active guidance by the on-screen AI trainer



## 【About the potential of AI trainer in the fitness market】

The sports tech market, which utilizes cutting-edge IT technology and AI to create new solutions for the sports industry, has continued to grow in recent years, particularly overseas, where various initiatives in the sports industry are underway. In Japan, the sports tech market is forecast to be worth 154.7 billion yen by 2025 (\*1), and is attracting significant attention as a market that is expected to expand not only through the creation of new businesses but also through reinvestment. In addition, with the COVID-19 now under control and in the post-COVID period, consumers are becoming increasingly aware of the need to maintain their health and are resuming sports activities which had been interrupted by the pandemic (\*2).

Lifeform AI believes that this growing consumer interest in training will also increase consumers' need for easier access to advanced training.

\*1: IT Navigator 2020 (Nomura Research Institute, Ltd.).

\*2: 2021 Public Opinion Survey on the State of Sports Implementation (Japan Sports Agency).

## 【Message from Lifeform AI Founders】



### CEO Dr. Karlos Ishac

We set out to create a system that could provide people with smart professional training anytime, anywhere by combining our unique AI and sensing technologies. At the same time, we want our users to experience something truly powerful and impressive that can help them learn a new skill at an accelerated pace. The Future Gym System is the first step toward realizing this vision, and we look forward to providing you with a new training experience through this demonstration project at the Tokyo Dome, one of Tokyo's most iconic landmarks.

<Profile>

CEO, Researcher & Inventor

Is a Robotics and Emerging Technologies pioneer with a famed portfolio of inventions and research achievements. He is the primary inventor and business lead of Lifeform AI.



### COO, AI Leader Katia Bourahmoune

How humans learn and acquire new skills is a truly fascinating process. We see the great potential of using machine learning to augment physical skill acquisition and unlock the full capabilities of human learning. Lifeform AI is on a mission to revolutionize the training experience using AI and human sensing. Through this, we aim to provide smarter training methods for people anytime, anywhere.

<Profile>

COO, AI Lead and Researcher

Machine Learning and Neuroscience expert pushing the limits of modern AI. She leads the primary strategy and AI developments at Lifeform AI.

## 【About Lifeform AI】

Lifeform AI is a startup founded by graduates of the University of Tsukuba. The company is based in Australia and conducts research and development of AI healthcare and fitness technology in Tsukuba, Japan.

Using patented smart textile sensing technology and AI-based human behavior models, LifeformAI developed an IoT platform to enhance the training experience in fitness gyms, at home and at work.

So far, it has launched the IoT AI healthcare solutions 'LifeChair' and 'LifeMat'. 'LifeChair' has partnered with Fujitsu Australia to develop solutions for the workplace of the future.

Participated in the Asian Entrepreneurship Awards 2021. Funded by ASTRANS Corporation (<https://astrans.jp/English/index.html> ).

Company name: Lifeform AI

Representative: Dr. Karlos Ishac

Established: 2016

URL : <https://www.lifeformai.com/>

## 【About Asian Entrepreneurship Award (AEA) Steering Committee】

AEA is an international innovation award that brings together the best tech startups from fast-growing Asia and compete for business presentations to solve social challenges.

Since the first event in 2012, 275 technology startups from 17 Asian countries and regions have participated in AEA.

AEA aims to build an ecosystem for innovation in Asia by integrating industry, government, and academia, which includes Asian startups, Japanese private companies and supporting organizations and facilitating enhanced matching between them.

This demonstration project has been realized as part of that process. We hope that AEA will encourage successful business collaboration between Asia's leading startups and Japanese companies.

Organization name: Asian Entrepreneurship Award (AEA) Steering Committee

Representative: Shigeo Kagami, Chair of AEA Steering Committee

Established: 2012

Co-organized by;

- The University of Tokyo, Division for the Promotion of Co-creation between Industry and Academia
- Mitsui Fudosan Co., Ltd.
- TX Entrepreneur Partners Incorporated Association
- The Japan Venture Association
- Japan External Trade Organization (JETRO)

URL : <https://aea.events/e/>

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