



Many new companies are working towards solving the obesity epidemic in the United States, including iTech Fitness, creators of the XRKade System. XRKade is proving that times are changing when it comes to gaming and health.

At the basis of XRKade lies the principle that activity can be made fun through technology. With the system, users become a “human joystick” where they play various games through physical activity.

Among the available games are: Music maker, DDR Freak, Hip Hop dance, Dance Crew, skate/snow and surf boarding, BMX biking, wheeler racing, boxing, martial arts, car racing, and motocross. These all run using the patented XRKade technology.

Video Games grew over 43% in 2008 to \$18 billion.	83% of households have one or more Video Game consoles.	There are over 90 million Generation Gamers (aka. Millenials) in the U.S.
86.2% of Millennials state having fun one of the most important elements in their life.	84% of Millennials strongly agree that new technologies improve their life.	72.8 % of Millennials research and connect with brands online.

**YOU HAVE GOT TO SEE AND EXPERIENCE THE XRKADE!**

For more information or to set up a company event, contact Ester Marsh at 704-636-0111