

KLOCKED

AUGMENTED REALITY SPORTS NETWORK



Klocked is the AR fitness tracking app that allows you to run, walk, and bike anywhere in the world. Customize your character with your look, styles, and gear. You and your friends, family, and other spectators can watch the action live or on-demand. From everyday training to group runs and competitive races, your avatar appears in augmented reality.

Phenomenal race day experiences wherever you are!

Klocked is 2 things:

1. Run Mode - GPS fitness tracker with Artificial Intelligence (AI) and Augmented Reality (AR) video and audio
2. Spectator Mode - a streaming sports net with live, on-demand, highlights, and replays. 1000's of virtual cameras can isolate any runner or any portion of the course. Klocked even offers customized avatars, skins and sneakers for fans to cheer on runners. Cheers become motivation and part of the wearables experience.

Brands and Klocked - www.klocked.me/brands

Klocked is accepting founding partners in several categories including the following:

1. Virtual race - brand would have title sponsorship of the 10k, marathon etc. Includes signage along the 3D virtual course featured for spectators, replays, and highlights. (e.g. Anta Vancouver Virtual 1/2). Virtual runs are not constrained by location, they open up new audiences, increase reach, and drive brand awareness.
2. Product Placement - brands can place gear, sneakers, and/or apparel into the app for athletes to purchase with points and \$ for their avatars - real-world product links for e-commerce too. (e.g. Anta digital sneakers - \$4.99). Brand new revenue source that drives e-commerce sales too.
3. AR Retail Activation - Bring athletes back to retail stores as soon as you're ready. Klocked literally brings athletes running to your retail store!
4. Challenges / Real-world rewards - Challenges occur over a couple days, a week, or a month. Engage and motivate existing customers while growing a new audience. Build awareness and loyalty for your brand with real-world rewards that drive real-world purchases. Don't let athletes run without you! Create a real-world reward (e.g. 20% for running 200k in June) to increase e-commerce.