

FRED x TIRON
FITNESS



WAYMO
OPTIMIZED TRANSPORT.



BOARD

720

596

560

485

**"DO YOU ALL HOST COMPETITIVE
LEADERBOARD EVENTS?"**

-FRED FITNESS CLIENT

Disney

TRON

A R E S

Tron: Ares follows a highly sophisticated program, Ares, who is sent from the digital world into the real world on a dangerous mission, marking humankind's first encounter with A.I. beings.

OCTOBER 2025

BODY SCAN

HEIGHT 1.80
WEIGHT 75.0
BUST 90.0
Chest Girth 90.0
Waist Girth 75.0



Gender

Male

Age

25

Height

1.80

Weight

75.0

Bust

90.0

Chest Girth

90.0

Waist Girth

75.0

WELCOME TO THE

IRON

X

FRED FITNESS EXPERIENCE

AN IMMERSIVE IN-GYM FITNESS
CHALLENGE AND ADVENTURE WITHIN
THE GRID.





VISION

Experience an extraordinary, gamified, AI-powered workout inspired by TRON! Every lift and pedal is filled with excitement. This innovative approach aims to build brand partnerships and elevate Fred Fitness in the tech and fitness landscape, generating significant buzz and recognition.

HOW IT WORKS

This immersive experience is exclusive to Fred Fitness members.

Members will automatically be eligible to participate in the TRON x Fred Fitness challenges, gain access to Grid-mode workouts, leaderboard rankings, and unlockable perks.

Not a member yet? You have until September to join and secure your spot.

Once the Grid goes live, only those inside Fred will be able to enter.

FRED
FITNESS

1

WAYMO RIDE

Waymo vehicles are deployed throughout the city to transport our members to and from our entrance.





2

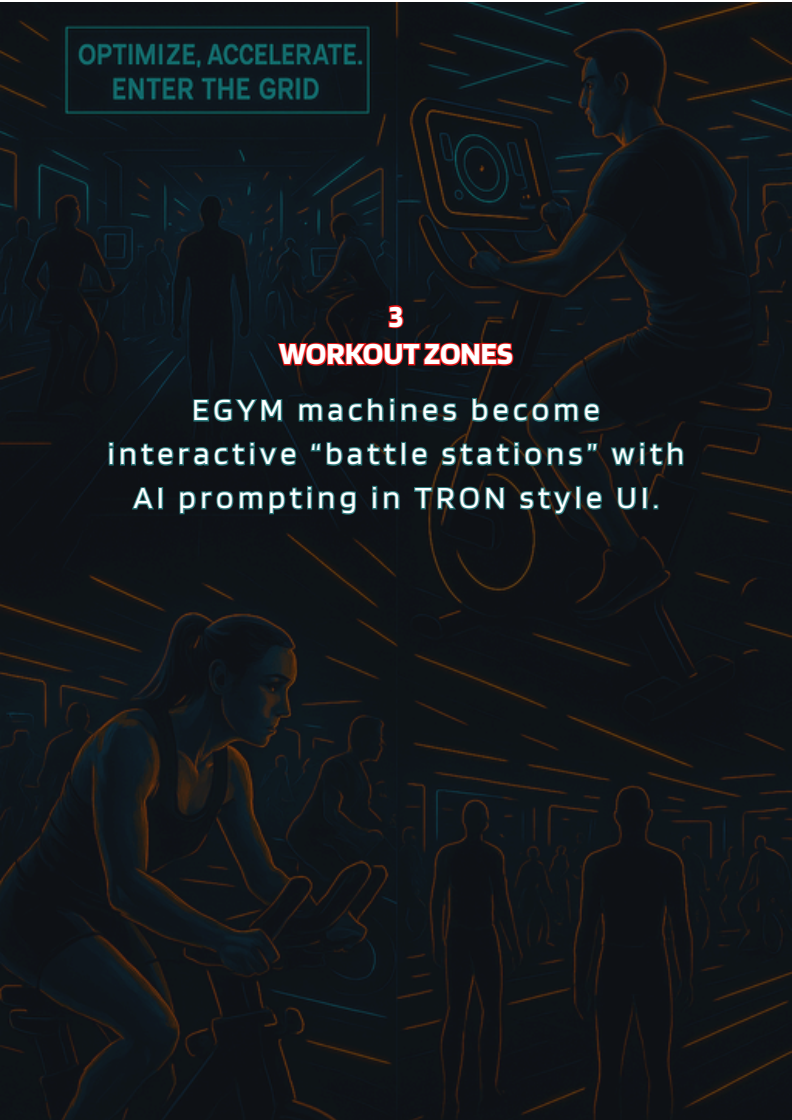
ARRIVAL

The gym is visually transformed - red/blue neon light paths, glowing circuit projections, TRON music soundscape.

OPTIMIZE, ACCELERATE.
ENTER THE GRID

3 **WORKOUT ZONES**

EGYM machines become
interactive “battle stations” with
AI prompting in TRON style UI.



1

LEADERBOARD

	Discip	Score	Rank
m	Chris	4,086	440
s	Taylor	3,985	435
m	Sam	3,985	405
el	Emily	3,395	305
y	Daniel	3,590	365

LEADERBOARD STRENGTH ZONE

COMPETE IN REAL-TIME. EVERY REP EARNs POINTS. EVERY LIFT BRINGS YOU CLOSER TO THE TOP.

3

TREAD ZONE

LIGHT UP THE TRACK. YOUR SPEED FUELS THE SYSTEM IN A HIGH INTENSITY SPRINT CHALLENGE.

2

RECOVERY ZONE

UNPLUG IN THE GRID LOUNGE. RECALIBRATE YOUR MOBILITY, BREATHWORK, AND AMBIENT RESTORATION.

4

CYCLE ZONE

ENTER LIGHTCYCLE MODE. POWER THROUGH INTERVALS THAT SYNC WITH NEON BEATS AND LEADERBOARD SURGES.

All EGYM machines will be reskinned with a TRON-styled interface - transforming AI-driven workouts into immersive game-like challenges.

AI Workout

39

Alex
EGVIN1

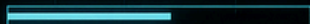


7 / 12

114 lb

WELCOME TO THE GRID

BIOMETRIC DATA



UPLOADING

TRAINING PLAN



UPLOADING

FRED X
FITNESS
'IRON



1st Place - Year Membership

2nd Place - 6 Month Membership

3rd Place - 3 Month Membership

PERFORMANCE OPTIMIZED

MERCH

LIMITED EDITION



BRAND PARTNER INTEGRATIONS



alo



WHY THIS WORKS

- Fred Fitness represents the future of fitness — intelligent, sleek, and designed for performance without friction.
- TRON: Ares brings a powerful visual universe and cultural cachet that enhances the immersive, gamified atmosphere.
- Waymo delivers effortless, luxury mobility — extending the experience beyond the gym and into real life.

TRON
X
FRED
FITNESS

Together, they create a first-of-its-kind activation that's visually iconic, emotionally engaging, and strategically aligned with all three brands' visions of innovation, optimization, and lifestyle leadership.

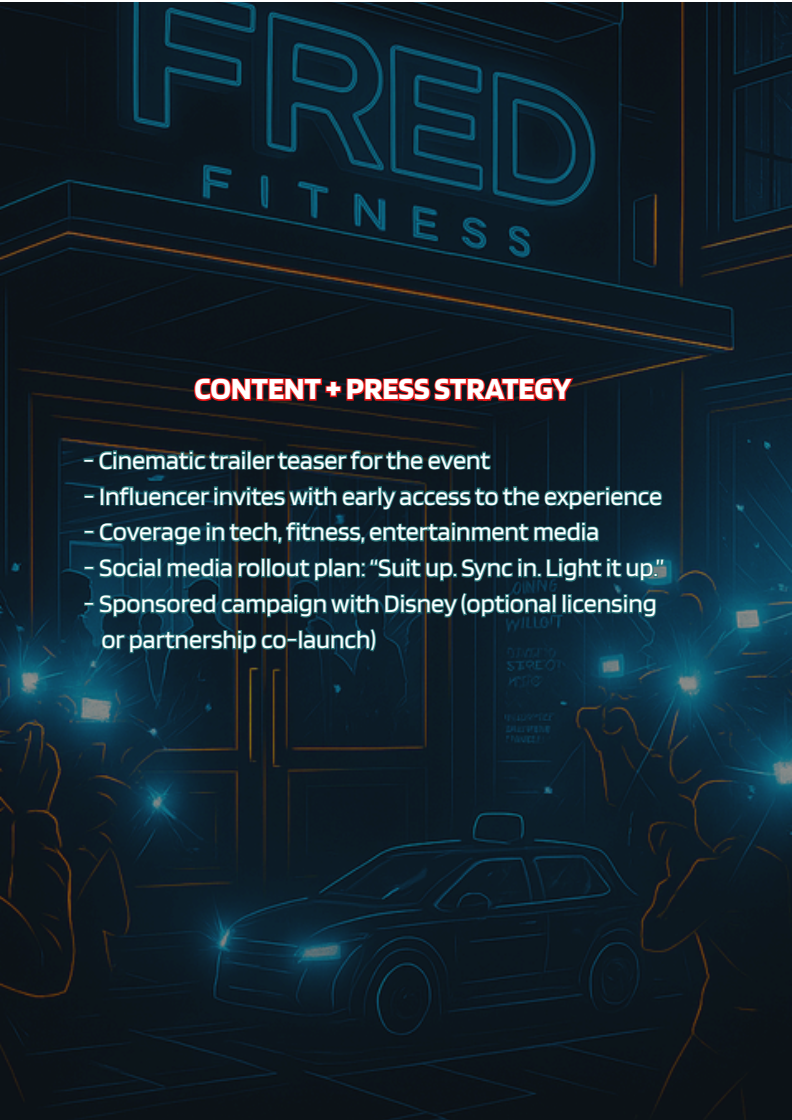
BENEFITS OF EXPERIENCE

- **Brand Differentiation:** Positions Fred as the industry's most innovative fitness experience.
- **Content Goldmine:** Generates extensive, on-brand content for social media, press, and member acquisition.
- **Cultural Relevance:** Aligns Fred with Disney/Waymo, engaging entertainment, tech, and lifestyle audiences.
- **Member Engagement:** Encourages participation through gamified workouts, challenges, and leaderboards.
- **Press & PR Opportunity:** Attracts media attention across fitness, tech, and entertainment outlets.
- **Sponsor Access:** Facilitates partnerships with aspirational brands for co-branding opportunities.
- **Community Buzz:** Enhances word-of-mouth and foot traffic through limited-edition events and rewards.
- **Long-Term Loyalty:** Fosters emotional connections and brand equity with unique member experiences.

FRED FITNESS

CONTENT + PRESS STRATEGY

- Cinematic trailer teaser for the event
- Influencer invites with early access to the experience
- Coverage in tech, fitness, entertainment media
- Social media rollout plan: "Suit up. Sync in. Light it up."
- Sponsored campaign with Disney (optional licensing or partnership co-launch)





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