

FRED x TRON
FITNESS



WAYMO

OPTIMIZED TRANSPORT.

BOARD

720
596
560
485

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

-FRED FITNESS CLIENT

Disney

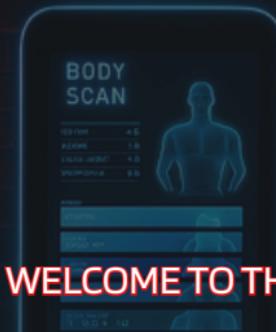
TRON

ARES



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



WELCOME TO THE

TRON
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

Player	Score	Rank
Ditesp	4,096	150
Chrl	3,985	440
Taylor	3,995	435
Sam	3,395	405
Emyl	3,530	305
Daniel	3,530	965

LEADERBOARD STRENGTH ZONE

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

2

RECOVERY ZONE

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

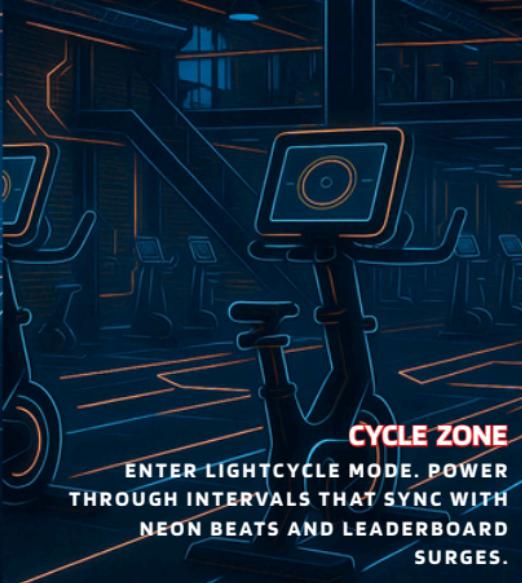
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TREAD ZONE

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

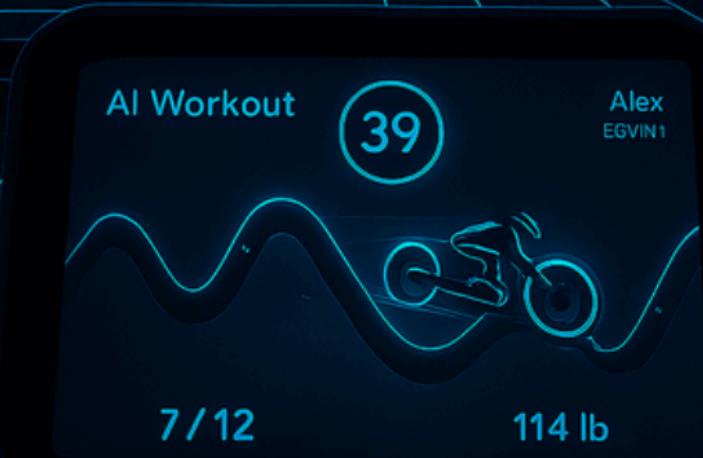
4



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.



WELCOME TO THE GRID

BIOMETRIC DATA



UPLOADING

TRAINING PLAN



UPLOADING

A central wireframe 3D human torso model, rendered in a light blue color, serves as the background for the logo.

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IRON

The word "IRON" is written in a stylized, blocky font where the letters are interconnected.

1st Place - Year Membership

2nd Place - 6 Month Membership

3rd Place - 3 Month Membership

PERFORMANCE OPTIMIZED

MERCH
LIMITED EDITION



TRON
x
FRED FITNESS

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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.

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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)

A futuristic fitness advertisement set in a glowing, digital environment. In the foreground, a woman in a tank top and shorts runs towards the left, her body outlined in bright blue and orange lines. In the upper right, a man in a t-shirt and shorts runs towards the right, also outlined in blue and orange. The background is a dark, grid-based digital space with glowing blue and orange lines forming a complex, glowing structure. The text is integrated into this space.

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