



The Future of Social Fitness

INTRODUCTION

WELCOME TO ROWCAVE

The Future of Social Fitness

Experience the immersive studio that transforms a gym floor into any environment imaginable

The age of solitary, monotonous cardio is over. Rowcave was created to solve the fundamental challenge of indoor training—to bring the energy, visual stimulation, and cohesion of the real world indoors. It is an immersive fitness simulator designed to maximise member engagement and redefine group training.

Using a multi-walled immersive projection system, connect different types of cardio equipment—from rowing and cycling to running—all operating in perfect sync. Members are surrounded by vivid, real-world environments, whether they're racing on an iconic lake, cycling through mountain trails, or participating in a HIIT class in a custom-designed environment. This creates an unparalleled sense of shared experience and motivation. By combining this with advanced performance analytics, Rowcave creates the ultimate, flexible training environment, enabling your gym to host a diverse range of classes and build a powerful fitness community regardless of the season.



KEY FEATURES

The Immersive Multi-Sport Studio

Rowcave transforms any indoor space into a year-round, high-quality training environment. The flexible studio instantly adapts for rowing, running, cycling, and mat classes. This maximises floor space utilisation and ensures consistent member engagement unaffected by weather or gym monotony.



Commercial Attraction Advantage

Attract and retain members with a powerful competitive edge. This cutting-edge, immersive studio is a key differentiator that appeals to top fitness talent and guests. The 'wow' factor and fresh workout content drastically reduce membership churn.

KEY FEATURES

Seamless Class Management

The intuitive interface allows you to design and schedule custom classes—from virtual running tours to high-energy HIIT. Coaches can manage the entire group effortlessly, mixing in music and microphone instruction to keep energy high. Run on-demand virtual sessions during off-peak hours with minimal staffing required.



Ultimate Member Immersion

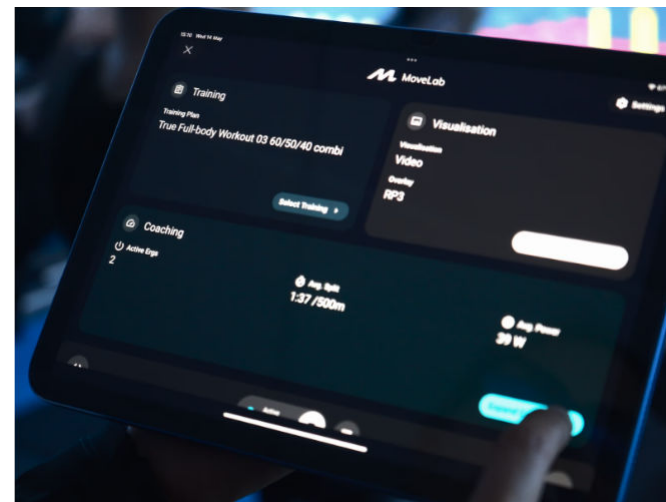
Create a powerful, shared experience that keeps members coming back. The synchronised environment ensures every participant feels like they are truly training as one. By immersing members in stunning, real-world courses and dynamic scenarios, Rowcave delivers an engaging, fresh, and highly addictive workout.

GROUP CARDIO

Flexible & Powerful Tools

Rowcave puts flexible class design tools directly into the hands of your instructors. The intuitive class creator allows them to design custom sessions. This gives you the freedom to motivate your members by combining the data benefits of indoor training with the immersive experience of the world's most stunning routes.

Every class or structured workout can be executed by the entire group, with each performance tracked in meticulous detail. This data allows instructors to pinpoint improvement opportunities, measure progress, and provide the targeted feedback needed to elevate the engagement of the entire class.



YOGA, PILATES AND MAT WORK

Calm, Inspire, Transform

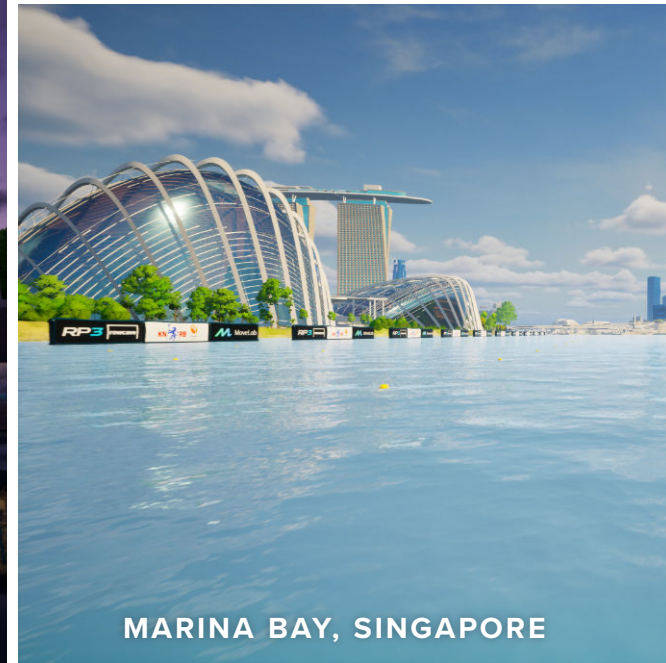
The instant you remove the cardio equipment, the space becomes the perfect environment for Yoga, Pilates, stretching, or functional mat work. The panoramic visuals and immersive audio system allow you to create an unparalleled atmosphere for any discipline.

For deep focus and serenity, project a calming beach, a snowy mountain peak, or a tranquil forest for meditation and restorative yoga. For high energy, use pulsing graphic equalisers or abstract, high-energy visuals for HIIT, Zumba, or combat-style workouts.

This versatility is key for motivation and retention: you can select from our growing library of environments, or licensed custom scenes that reflect your brand. This ability to instantly rebrand the space allows you to launch unique, signature classes that attract and retain premium members.

Coaches maintain complete control over the experience. They can easily adjust the environment or manage synchronised lighting, and the platform allows them to seamlessly layer in their own pre-recorded or live instruction, music, and workout timelines to ensure maximum flow and engagement throughout any class.



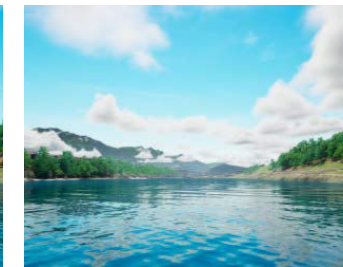


REAL-WORLD DESTINATIONS

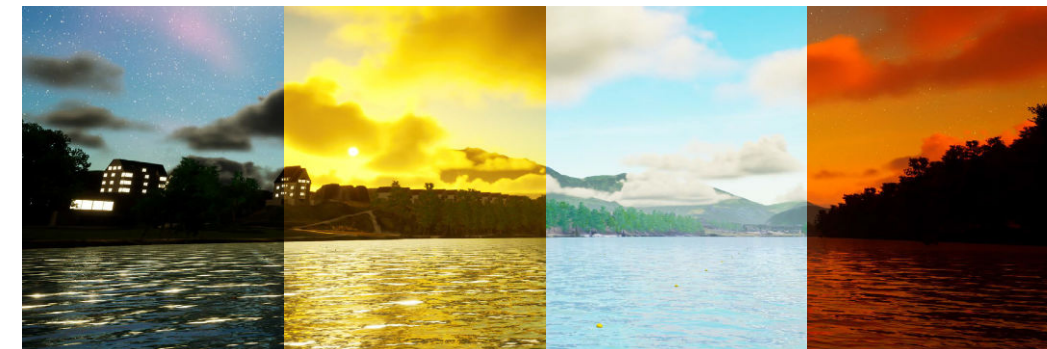
A Passport to the World



Dynamic Weather



Dynamic Time of Day



Rowcave authentically recreates some of the world's most iconic routes, courses, and venues, using real-world data. This transports your members directly from their training room to famous global destinations, resulting in a convincing and powerful on-water, on-road, or on-trail experience.

Our living environment offers a course for every discipline, allowing you to prepare for any situation by controlling the conditions. Rowers can master the currents of the Charles River, Boston, or the Olympic lanes of Tokyo, Japan. For cycling and running, members can explore the stunning terrain of the Outback, Australia, or the cityscapes of Marina Bay, Singapore.

Even for Yoga and Matwork, the environment is adaptable. You can train in the quiet calm of dawn or test your members' focus against challenging winds and sudden downpours. The ability to customise the Dynamic Time of Day and Dynamic Weather helps build the strategic resilience and motivation needed to face any challenge.

CASE STUDY

German National Rowing Team

As part of a major redevelopment to create one of the world's most advanced training centres, the German National Rowing Team chose Rowcave to revolutionise their preparation for international competition. Their high-performance centre in Ratzeburg now features a bespoke installation of eight RP3 Model T rowing machines within a fully immersive environment of synchronised lighting, audio, and panoramic visuals.

This state-of-the-art system gives their athletes an unparalleled competitive advantage. They can train on digital recreations of the exact international courses they will race on, mastering every turn and landmark months in advance. Coaches can simulate any condition—from challenging weather to specific opponent scenarios—while programming structured workouts and analysing real-time performance data to perfect the crew's race-day strategy.



EQUIPMENT

Compatible with hundreds of Fitness Devices

Rowcave is engineered for ultimate flexibility, designed to integrate seamlessly with the cardio equipment you already know and trust. We believe a world-class immersive environment should enhance, not replace, your existing hardware investment.

Our team rigorously tests and validates a wide range of machines to ensure seamless integration, accurate data transfer, and a responsive feel that meets the high standards of modern commercial fitness. This commitment guarantees a cohesive training experience across all your primary cardio disciplines.

Cycling



Compatible with most smart bikes and trainers. Our system supports the Fitness Machine Service (FTMS) protocol, allowing connection via Bluetooth for brands like Peloton, Wahoo, Stages, and more.

Running



Full integration with smart treadmills via FTMS. Accurately tracks speed and distance, syncing the virtual environment to the runner's pace.

Rowing



Rowcave supports a wide range of rowing machines, from the fully-integrated ZIVA Velocity Rower, to the RP3 Model T and S for ultimate dynamic realism. Also compatible with WaterRower, Concept2 and more.

Other



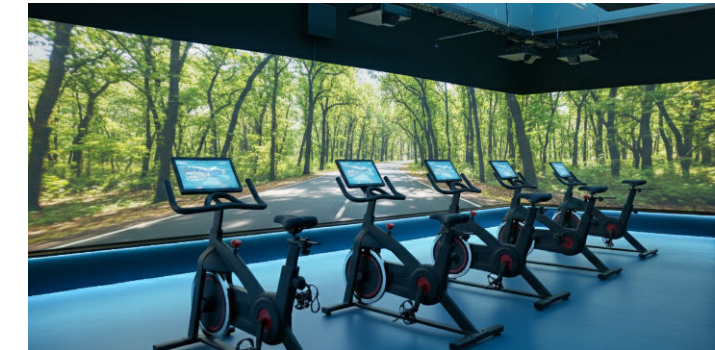
Open compatibility future-proofs your investment and integrates the latest hardware across all disciplines via FTMS Bluetooth.

CUSTOMISED TO YOUR FACILITY

Every Rowcave installation is a bespoke project, expertly engineered to integrate seamlessly into your training centre's existing architecture. Our design process starts with your facility's unique layout, allowing us to create a tailored solution that accommodates a flexible mix of rowing, cycling, and running equipment.

The visuals can be powered by anything from powerful, multi-projector arrays to stunning, high-resolution LED walls, ensuring the perfect look for your space.

The immersion is completed with coordinated features like synchronised lighting and multi-channel, immersive audio. For complete flexibility, the platform allows your coaches to seamlessly blend microphone instruction with music, ensuring a high-energy, powerful training space that perfectly matches your gym's brand and class style.



PSYCHOLOGY

The Science behind Rowcave

Our external heavily influences our internal. As a sport psychologist working with some of the very best competitors in the world, **I consider the training environment to be one of the most important factors when considering engagement, enjoyment and skill development** - all of which can add up to better performance in sport. This is why Rowcave is such an exciting innovation.

Research shows that when we have more detail and specificity in our training environment, **we are better able to transfer our training into real world environments.** Working to capacity on a rowing machine is one thing, doing so whilst being immersed in the sights and sounds of real courses, complete with responsive opponents who are positioned with race accuracy and flexible strategic responses, gives athletes a true-to-life training experience.

On a standard rowing machine, we simply don't have key information sources surrounding us – no course, no start and finish lines, no opponents with individual strategies and no influence from a crowd. On the water, these external cues influence the technique we employ, the stimuli we concentrate on, how confident we feel, how in control of our thoughts, feelings, and emotions we are, and how motivated we continue to be as the race progresses.

Our internal state is constantly responding to the relentless influx of lights, shapes, sounds, and pressures that are surrounding us at any given moment. By incorporating these external sights and sounds, **Rowcave simulates real-world conditions, immersing athletes in incredibly detailed, life-like environments whilst they train and compete.**

With immersion comes realism. With realism comes training efficacy. When we work on our technique in Rowcave, we improve our ability to embed motor skills that are contextually-relevant to rowing on the water. We can brainstorm psychological solutions to unhelpful emotions experienced as we see our opponents stretch ahead. We can test and tweak strategic options that better translate to real world race challenges on the water.

Research suggests that performers should be immersed in learning environments that challenge and stimulate, and this is what Rowcave does through its realistic training environments. **Technically, strategically, physically, and mentally - Rowcave's immersive experience gives us a unique opportunity to practise and compete in an optimal training environment.**



DAN ABRAHAMS
SPORTS PSYCHOLOGIST

Globally recognised sport psychologist and author of four best-selling books. Former professional golfer with First Class Honours in Psychology and Masters in Sport Psychology. HCPC registered and founder of The Sport Psych Show podcast.



I'm extremely excited about the launch of Rowcave and the positive impact it will have for the future of fitness. Rowcave not only allows a facility to motivate and develop their members with a fun, challenging, and immersive training studio that enhances their overall performance, but crucially it will attract new and younger generations by levelling up old-school, monotonous indoor training. It also provides an amazing platform to develop indoor competitions and leagues — a very exciting prospect for gyms and fitness communities all around the world.

WILLIAM SPENCER SATCH MBE
OLYMPIC CHAMPION & ROWCAVE CO-FOUNDER

ROWCAVE: OUR STORY

Legacy and Innovation from a Unique Sport

The foundation of Rowcave was built on a simple, yet profound principle from elite sport: the power of a team moving as one. For decades, indoor training has forced athletes into isolation, unable to replicate the feeling of a crew—or a class—moving with perfect unity. We founded Rowcave with a deep respect for this unique team dynamic, driven by a single vision: to create an environment where groups can train together in a fully immersive and synchronized setting, overcoming the limitations of standard equipment and boring workouts.

Our journey was driven by innovation. We combined cutting-edge immersive technology with advanced performance analytics to bridge the gap between indoor training and the excitement of the real world. By meticulously recreating iconic courses and integrating real-time data feedback, we've built more than a simulator. We've created a controlled environment where perfect group synchronisation can be achieved and complex, dynamic workouts can be mastered.

Rowcave is our commitment to the future of fitness. It is a platform designed to connect a global community of users, enabling year-round competition and collaboration across various disciplines. We believe this technology will not only give dedicated training groups a critical advantage but also inspire and attract a new generation to group fitness. Our story is just beginning, and we are dedicated to empowering every coach and facility to push the boundaries of what is possible.

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Train Like Champions

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Some visuals used in this brochure have been edited to illustrate the immersive experience and multi-sport capability of Rowcave