

SALTY LEMON ENTERTAINMENT

INDEPENDENT GAME DEVELOPMENT STUDIO



ABOUT

Salty Lemon Entertainment is an independent game development studio based in Antwerp, Belgium. It was founded in 2018 by 4 game developers who share a love for sports and a passion for innovation. Currently, the team counts 10 members.

After noticing that tedious workout routines prevent many from pursuing an active lifestyle, we committed ourselves to the creation of captivating training software. By providing immersive virtual workout environments for ordinary devices such as mobile phones, tablets, and laptops, we aim to make exergaming appealing and easily accessible.

PRESS RELEASES

available at

<https://saltylemonentertainment.com/news/>

AWARDS & CERTIFICATES

- **Most Promising Startup Studio** | Belgian Game Award 2021
- **imec.istart graduation** certificate spring 2021

PARTNERS

- Sport Vlaanderen
- Vlaamse Roeiliga
- British Rowing
- Dark Horse Rowing

PRODUCT

We develop EXR — the app that makes indoor rowing fun. EXR immerses you in virtual rowing environments to train, level up and unlock achievements.



EXR



DESCRIPTION

EXR is an immersive indoor rowing app. It combines virtual worlds, performance statistics, and gamification elements to create an innovative and engaging training experience. EXR is updated monthly and additional training options like a competition mode are planned. All you need to row is a Windows, Mac, Android, or iOS device and a rowing machine. EXR is a SaaS and comes with a 5-day free trial. Rowers can purchase monthly (€ 9,99) or yearly (€ 7,99) subscriptions.

MAIN FEATURES

- Virtual worlds based on real locations
- Customizable avatar and rowing gear
- Just Row mode with segments and leaderboards
- 60+ pre-made workouts
- Training Editor
- Minigames

TESTIMONIALS

"EXR is a game changer for me. I look forward to the coming years and hope to evolve my rowing career alongside EXR. I think this is an amazing app that will certainly change the future of this sport!"

— Ward Lemmelijn, world champion indoor rowing

"EXR transformed my tedious rowing sessions into enjoyable workouts! I am thrilled with how well EXR complements my other workouts and look forward to future updates!"

— Aleš Sušnik, community member

USER STATS

Members - 20k+

Countries - 60+



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