

RCS Sport and BKOOL present the new Giro d'Italia Virtual

The “Giro d'Italia Virtual hosted by BKOOL” will kick off in October, meaning that any fan will be able to experience the magic of the “Corsa Rosa” from inside their own home.

The company RCS Sport, organizers of the Italian race, present what will be the first Giro d'Italia in a virtual format, created by the BKOOL cycling simulator.

The Giro d'Italia Virtual will be an immersive indoor cycling experience, which will transport any cyclist from any point around the world, to the actual stages of the current edition of the race via 3D video and 3D avatar simulation.

Each participant will be able to, from their own home and at any time, delve into the most emblematic routes of the “Corsa Rossa”, experiencing the event firsthand and enjoying the spectacular landscape through which the Giro d'Italia passes.

This innovative virtual experience will arrive in October of this year, and in the next few days any cycling fan, who has a Smart trainer or Smart Bike and a compatible device, will be able to [register to take part](#).

The realism which the virtual experience will have is one of the key aspects for Paolo Bellino (RCS Sport Chief Executive Officer & General Manager): “I never seen a virtual so realistic as in [Giro d'Italia Virtual](#), thanks to BKOOL all our supporters will have the chance to ride a Giro d'Italia stage”.

With the aim of bringing the live atmosphere which is so characteristic of the Giro d'Italia closer to each participant's home, RCS Sport is recording the stages of the current edition in high quality, which will then be included in the BKOOL Simulator. By doing so, the Giro d'Italia Virtual will enable any fan to experience the magic and emotions of the most famous cycling stages in Italy firsthand.

In the words of Alfonso García-Lozano (co-Owner and co-CEO of BKOOL): “Whilst the Giro 2021 is taking place, each stage is being recorded in video while the routes are closed. BKOOL is developing technology which will allow us to include the avatars of the cyclists who are taking part in the recorded routes. Therefore, the user experience really will be that they are living the most important stages of the Giro 2021, in augmented reality, getting to know the beauty of the countryside, villages, towns and cities of Italy.”

As well as enjoying the chance to ride on the same routes as the professional cyclists, the participants will be able to earn points after each stage, in order then be entered into the prize draw for big prizes.

The aim is to bring in the most realistic way possible, the surroundings and the atmosphere of a race such as the Giro d'Italia to the home of any fan, making them feel part of the excitement of living the Giro d'Italia from indoors.

According to Alfonso García-Lozano: “For BKOOL, this means being associated with a leading company in events organization of the likes of RCS Sport, along with the challenge of organizing the virtual event of one of the most important cycling competitions in the world. Our technology will show our platform’s capability to reliably replicate actual routes, as well as continued development and improvements planned for the upcoming years. We intend to grow in the world of cycling-related e-sport hand in hand with our partners.”

About BKOOL

BKOOL is a technology company creating interactive and innovative solutions for sport and video-gaming. In the cycling sector, BKOOL has developed the most advanced and realistic simulator on the market. Furthermore, with BKOOL Fitness, the company has entered into the world of home fitness with an app for smartphones to be able to do classes with fitness instructors from home. Their virtual products are currently commercialized in over 50 countries.

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Further information: www.bkool.com

Images and graphic resources: <https://www.bkool.com/en/press>

About RCS Sport

RCS Sport is a sports and media company, which focuses on consultancy to provide associates with a complete and personalized range of services and a complete portfolio of sporting rights. Amongst the most important cycling events organized by the brand, the Giro d'Italia, the Milano-Sanremo, the Strade Bianche, the Giro de Lombardia, the UAE Tour or the Tirreno Adriático stand out.

Further information: <https://www.rcssport.it/>