

## **CLMBR Makes its Debut at CES 2022**

**Las Vegas, NV, January 5, 2022-** CLMBR aims to kick off 2022 with a bang by holding an exhibit at CES 2022 – largely considered the world’s leading technology show.

CES 2022 is an annual show highlighting the trends that will shape the technology of tomorrow. CLMBR’s exhibit will be open to the public on Jan. 5 and the company will also be making a significant announcement that day.

“We couldn’t be happier to have an exhibit at CES,” CLMBR Founder and CEO Avrum Elmakis said. “It’s a proving point for many young brands that have technology-enabled products. We look to share CLMBR with the world and we are happy to be in attendance with so many household names.”

CLMBR is the world’s first connected vertical climber and its ergonomic design improved a modality that previously went 30 years without a significant update. Studies show vertical climbing is proven to use up to 86 percent of the body muscles’ and has the potential to burn 650 calories in just 30 minutes. CES recently recognized CLMBR at its 2022 Innovation Awards, recognizing the machine’s state-of-the-art design as an Honoree. CLMBR now has the opportunity to showcase its cutting-edge machine among industry leaders in Las Vegas at CES 2022. This will be the company’s first appearance at the event.

“Being around all of these other brands just elevates CLMBR,” Elmakis said. “CES is a global stage and we’re happy to make our debut and show our incredible technology to the world.”

CES annual show is widely considered to be the world’s most influential technology event. There are 2100 companies at the showcase and it is a unique opportunity for industry leagues to meet and share their philosophies and new products. Each year the convention expands to new categories as technology continues to evolve. Products ranging from fitness to NFT’s are represented at the event. CES’s key focuses will be intelligent automation and the evolution of the metaverse – two areas the company believes will shape 2022’s technology.

With CLMBR now being Amazon Alexa enabled, it fits right in line with CES focal points. CLMBR will be there to introduce its leading workout to visitors and demonstrate all of its features at its exhibit, including benchmarks, group challenges and exhilarating content.

Courtney Ann Platt, Kenny Ferrer and Teressa Cee, three of CLMBR’s world-class trainers, will be on hand to demo the machine and speak to the benefits of guided classes. Elmakis and CPO and co-founder Nat Carruthers will also be in attendance. Plus, CES visitors will have access to a special event-only price for CLMBR.

It will be an exciting start to 2022 for the world’s most effective workout.

“CES is where the greatest and newest technologies are being displayed. The perfect stage for CLMBR to showcase its patented design and technology,” Elmakis said.

### **ABOUT CLMBR**

CLMBR is an innovative vertical climbing machine. It's the first vertical climber to feature a large-format touch display with on-demand, instructor-led classes. CLMBR's design is a high-quality build with a low level of required maintenance. It is easy to move – making it perfect for commercial or at-home use. The machine is beautiful with an open structural design that leaves the user's views unobstructed, supporting a natural athletic posture. It also offers the latest user interface technology and state-of-the-art companion app that provides on-demand climbing classes and displays key metrics to maximize the user's experience -- including climbed vertical feet and the workout targets they have reached. The integrated audio on CLMBR Connected can fill any space, making it feel just like an in-studio climbing class. Unlike many traditional fitness machines, CLMBR offers an efficient and effective full-body strength and cardio workout. With its low impact and ergonomic movement, CLMBR is safe for most ages and levels of ability. The brand was recently named a 2022 CES Innovation Award Honoree for CLMBR Connected.

### **PR CONTACT**

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