



bikelabyrinth.com



virtual bike tours designed for senior living

About us

Bike Labyrinth is an innovative product that originated from a research project at Leiden University's Media Technology Masters Program.

Bike Labyrinth ran a very successful pilot program in a nursing home and in the same year professionalized the setup and started expanding the collection of tours. Through the years we have built up a large network of clients, who provide us with a valuable feedback that helps to continuously improve our product.

We highly value a personal approach, flexibility and user experience. These values are consistent with the product we make, which is simple in concept and easy to use, but has great impact on the quality of life of our users.



'I am so fond of the old city centre, I saw those familiar places again like the market, the square and the church. It looks so real.'



'I love cycling with Bike Labyrinth, time passes by more quickly.'





Bike Labyrinth

Bike Labyrinth is an interactive bike tour, intended for people for whom cycling outdoors is not an option.

Bike Labyrinth is a simple concept that greatly increases the **joy of exercising** and thus contributes to increased **quality of life**.

Interactive bike tours

Bike tours are displayed on a screen in front of a home trainer or any other **pedal-driven movement trainer**. On the screen a choice can be made from one of the many routes through cities all over the world.

At intersections you can choose to **turn left or right** by pushing a button attached to the trainer, allowing you to explore the city in many different ways.

For those who can not go outside to enjoy a bike ride, Bike Labyrinth is an opportunity to continue to **explore** the outside world.

Target audience

Bike Labyrinth is widely used in **rehabilitation** and **elderly care**.

Bike Labyrinth targets retirement communities, healthcare facilities, rehabilitation centers and other institutions where interactive cycling can provide added value. We also have experience in several **hospital departments**, including oncology, cardiology and dialysis department.

In our several years of experience, we have seen people with **mild dementia** experience memory improvement as a result of experiencing the video images. The strongest effect is reached by cycling through former home towns or another familiar environments.

Our tranquil tours through the countryside, which do not incorporate intersections with left-right choices, are very suitable for clients who prefer less stimuli, such as the **intellectually disabled** or those who are suffering from advanced dementia.





The added value of Bike Labyrinth

While our users enjoy the scenery of the tours and the feeling of goal-oriented exercise, Bike Labyrinth is more than a nice bike ride. Here are some reasons why our product can be of value:

Research shows that exercise is essential to healthy aging, but seniors living in care facilities often suffer from lack of exercise. The route on the screen stops running when the cyclist stops pedalling. This way Bike Labyrinth provides a **motivation to move**. While pedaling through a tour, users often lose track of time, and tend to have a much easier and more enjoyable time reaching their exercise goals. Pushing the direction buttons at intersections also trains hand-eye coordination and fine motor skills.

Through Bike Labyrinth it is possible to cycle in a safe environment and **explore the world outside**. The routes with directional choices offer the possibility to explore a city in a different way each time, and give the user a sense of autonomy, without having to leave the safety of their building. The present-day video keep them in touch with what is happening outside. The sound of children playing, dogs barking, church bells and of course the bike bell make the tour extra vivid and provide an auditory stimulus.

By choosing tours in places they have familiarity with, users often **recognize** streets, houses and buildings while cycling. These provide important stimuli for the brain and give guidance in a world where, for elderly users, recognition is increasingly lost. Reminiscing with caretakers and fellow residents also constitutes new social opportunities. We often see a second or third person join along on a neighboring trainer or chair to enjoy the tour together, turning the exercise into a **social activity**.



Bike tours

We offer a very extensive collection of tours. Bike Labyrinth continually develops new tours and on request makes custom tours for clients. We can record a tour of a specific town or area and start the tour, for example, at the healthcare facility. It is also possible to customise an existing route.

We develop **two types of bike tours**, one with and one without directional choices.

In a tour with choices there are several decision points, with an option to turn left or right by pressing the buttons installed by us on the bike.

In a route without choices, the cyclist can enjoy the view without having to make any decisions. In the Bike Labyrinth start menu, information about each bike tour is displayed; whether it contains choices, the duration of the journey and the amount of stimuli it will give.

Our tours are always **high quality**. We provide sharp images, attractive locations and if possible, beautiful weather. Along the way, information appears on the screen, providing information on street names, the names of important buildings (the town hall, museums, churches) and their year of construction. During the tour, the cyclist hears real ambient sounds from traffic and passers-by.

Our software and hardware are manufactured conform to European **CE marking**. This means our product meets all the requirements set by CE, for example in terms of safety and the materials used. Bike Labyrinth is an accessory to a medical device and falls into risk class I (lowest risk).

New York, Tokyo, Paris, Rome, Shanghai,
Stockholm, Amsterdam, Berlin, Boston, Brussels,
Jakarta, Rio de Janeiro, Garda Lake...

...Windmills at Kinderdijk, Tulip Fields, Amsterdam Canals and
many, many more. Browse through over **150 different tours** at
www.bikelabyrinth.com



Sales information

We are a company based in The Hague, Netherlands, with an American office in Boston. Are you interested in a demonstration or in purchasing Bike Labyrinth? Contact us by email or phone.

Reseller information

We are now expanding to the United States. Are you interested in a collaboration?
Or would you like to learn more about our product? Please contact us and we will gladly assist you. You can reach us by email or phone.

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