



Increase the adoption of fitness games with NFT gaming

What?

NFTs, or non-fungible tokens, is a term that describes any **unique digital asset** that is stored on a blockchain. The latter part of that description allows **ownership tracking** of that asset wherever it goes and can offer resale percentages to past owners. In the gaming industry, NFTs can take the form of cosmetic items, avatars, collectibles and much more.

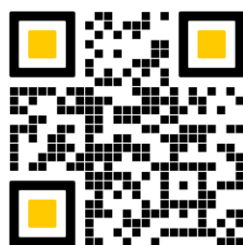
Why?

Some of you have experienced the joy of unlocking a rare in-game item or opening a mystery pack and finding a highly valued asset. Sadly, your ownership of this asset is just an illusion. The real ownership goes to the developers or game company. If you were to trade this item on the marketplace, the **ownership** cannot be traced back to you. If a new version of the game launched, you wouldn't be able to **bring "your" asset with you**. The use of NFTs means that players can be the sole owner of an in-game item and then choose to trade, sell or hold it. The idea of players earning money from a game is not new, but NFTs make it more secure and flexible. Furthermore, as NFTs are held on a blockchain, they potentially can be transferred to other games that share the same blockchain. This **interoperability** property of NFTs would reward loyal players of the many video game franchises as the results of their efforts can be transferred to newer versions of the game.

How?

The implications of NFTs discussed above are just the tip of the iceberg. Can you apply these to an existing fitness game? Examples are **Zwift** and **EXRgame**, games that make indoor workouts fun. How can NFTs increase player interaction? How can NFTs be used to more effectively motivate player? How can NFTs increase interest in the fitness gaming genre as a whole?

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