



Within Joins Meta

Meta Quest Blog

Posted by Jason Rubin, VP of Play

Feb 8, 2023



Update on February 8, 2023 at 1:15 pm PT by Jason Rubin, VP of Play:

“Today, we’re officially welcoming the Within team to Meta! We’re eager to partner with this talented group in bringing the future of VR fitness to life.” — Jason Rubin

“Today marks an exciting new chapter for Supernatural, as we officially join Meta. We’re elated for the opportunity to bring joy, awe, wonder, and a happier, healthier life to more people around the

world.” — Chris Milk

“What a journey! Excited for what’s ahead with Meta and @GetSupernatural.” — Aaron Koblin

Meta has complied with all regulatory requirements for closing.

Originally published on October 29, 2021 at 1:30 pm PT:

Virtual reality and the metaverse bring us all the opportunity to connect and share experiences in meaningful and magical ways. Thousands of people have already used the power of virtual reality to build fitness routines with [Supernatural](#), an immersive VR fitness service that aims to make your daily workout the highlight of your day. Look no further than [Supernatural’s own Facebook Group](#) where 20K+ members are supporting each other on a daily basis as they celebrate the newfound joy, acceptance, and fun that many say Supernatural and Quest have enabled in their lives.

Like us, Supernatural, and their creators at [Within](#), believe deeply in the power of the metaverse and VR to bring people together and empower positive change. Today, I’m happy to announce that Within (along with Supernatural) have entered into an agreement to join Meta. Supernatural will continue to be operated independently as part of Reality Labs, and will continue to create fitness, wellness, and social experiences in VR, helping people achieve their goals in the most joyful and connected way possible. We’re eager to help Within continue bringing joy, awe, and wonder to the Supernatural community, with more music, creative ways to workout, features, and social experiences. Together we will also explore ways we can enhance future hardware to support VR fitness apps, encouraging other developers to bring new fitness experiences to VR. We believe fitness will be a massive success in VR where multiple third-party fitness apps can succeed.

Supernatural wants to prove that everyone is capable of taking on a fitness journey that is fun, effective, convenient, and incredibly empowering. Each Supernatural workout features rhythm-mapped sequences to top hits from your favorite artists, real coaches that guide you and root for you as you move, and allows you to immerse yourself in stunning destinations from Machu Picchu to the surface of Mars. With a growing suite of workout types, from Boxing and Supernatural Flow to Meditations and Coach-led stretching sessions, members have made Supernatural their home for health and wellness in VR.

We, and the team at Supernatural, envision a bright future where people are excited to show up for their daily workout, tap into their inner athlete, and connect with a huge community of support. We can’t wait for what’s ahead.

Closing Conditions: This transaction will be subject to customary closing conditions and regulatory approval. Financial terms of the deal were not disclosed.

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META QUEST IMPORTANT SAFETY NOTICE <https://www.oculus.com/quest-2/removable-facial-interface-alert/>

*Meta Quest is for ages 13+. Offer valid February 5, 2023 – June 3, 2023 (11:59pm PST). Offer valid with purchase of a new in-stock 128GB or 256GB Meta Quest 2 device (“Qualifying Product”), while supplies last. Refurbished and 64GB Meta Quest 2 devices and Meta Quest Pro are not included. Account (“Account”) registration required. Account holder must be 13 or older. Offer Items (digital content): Space Pirate Trainer DX and Golf+, both in the Meta Quest Store. Additional downloadable content, and other content and software, sold separately. To receive Offer Items, Qualifying Product must be first activated between February 5, 2023 12:01 AM PST - June 17, 2023 11:59 PM PST through an Account without Space Pirate Trainer DX and/or Golf+ entitlement previously enabled on such account (“Activation”). Upon Activation, you will receive a notification message via email, in your mobile app, and in VR with a link to redeem the Offer Items from the Meta Quest Store. There are no redemption codes in connection with this Offer. Offer Items must be redeemed within 14 days upon Activation. Once redeemed, Offer Items remain available for download indefinitely. Limit of one (1) of each Offer Item per Qualifying Product, regardless of the number of Accounts connected to such Qualifying Product. Qualifying Products first activated through an Account with Space Pirate Trainer DX and/or Golf+ entitlement previously enabled are ineligible to receive the previously enabled Offer Item. Not valid on prior orders or purchases. Offer is non-transferrable and not valid for cash or cash equivalent. Offer may be canceled or modified at any time without notice. Void where prohibited or restricted. For full terms and conditions, see <https://www.meta.com/legal/quest/promotional-terms>.

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