



First ever virtual reality hockey training system in North America.

PHOTO Opportunity - Interviews available upon request:

Dec. 19, 2018: [Sense Arena](#) announces the launch of **virtual reality hockey** training in North America. The **first VR Hockey Experience Showcase** will debut at the world's largest Consumer Electronics Show CES, Las Vegas Jan. 8-11, 2019.

Visit the Sense Arena booth at CES, where they will offer free trials of this state of the art VR technology designed specifically for hockey training and diagnostics. They plan to bring hockey training to a whole new level!

"The brain is the most important 'muscle' in an athlete's body. Every command to our bodies starts in the brain. Improving cognitive functions of players is going to be the new game changer. VR gives you the benefit to work on speed of reaction, decision making, reading of the game etc.," said Bob Tetiva, Sense Arena Founder and CEO.

Sense Arena is a unique, powerful and innovative tool for developing hockey players, designed to improve their cognitive skills and overall "hockey sense." The system allows players to simulate game situations, while focusing on reaction speed and decision making skills to test a player's hockey intelligence.

The technology has been developed with extensive input from respected hockey coaches and professional players, i.e. **Bruin's Right Winger - David Pastrnak** and NHL ex pro-player Jan Ludvig, current Bruins Pro Scout.

"The technology and the reality of the environment are just amazing and so far, we've only seen half of what Sense Arena can be further developed into! I would definitely encourage you to try Sense Arena - you have to try it to believe it," said Boston Bruins David Pastrnak.

Further information: [Sense Arena](#), [Pastrnak Testimonial](#), [SA Promo Spot](#)

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FREE CES REGISTRATION before **December 17, 2018** [HERE](#). After that you will get \$100 off your registration.

Please schedule your private showcase at the Sense Arena booth by [replying here](#).

We look forward to welcoming you to the Sense Arena booth.

Fitness and Technology Marketplace, booth 45437, Sands Expo

More information at www.ces.tech and www.sensearena.com.

