



AUSTRALIA'S FITTEST TO DO BATTLE IN THE FIRST VIRTUAL ALL-STAR ALLIANCE SHOWDOWN STREAMING LIVE ON MVSN

Australia and New Zealand's fittest individuals are set to battle it out in a unique way this August.

The AllStar Alliance is Australia's largest functional fitness competition, usually taking place across every state in Australia throughout the year, but with COVID-19 restrictions in place for most states, they've come up with a new, unique way to bring competition to the masses.

Partnering with Melbourne based tech firm MultiVision Streaming Network (MVSN), AllStar Alliance will bring elite level functional fitness to Australia and New Zealand by streaming multiple locations simultaneously, in an online, head-to-head competition.

Australia and New Zealand's best athletes are set to compete, including Kara Saunders, Khan Porter and James Newbury – a trio with a total of 16 CrossFit Games appearances between them.

As the world manages COVID-19 restrictions, sports promoters are looking to new technology to bring both fans and competitors together for the action. The All-Star Alliance has partnered with an innovative media technology MVSN to connect athletes and judges through Australia and New Zealand, unable to travel and compete in the same facility, in a virtual CrossFit Box to compete – in a time when nearly all in-person competition has been either postponed or cancelled.

Each athlete competing will turn their gym into a virtual broadcast studio, using the MVSN platform, and broadcast themselves to compete against other athletes who will be based in other physical locations.

The MVSN platform will provide an all access pass for fans to get closer to the action by allowing them to customise their viewing experience through an innovative multi-cast virtual control room and viewer, available for both Apple iOS and Android devices.

“The AllStar Showdown is our way of giving the Australian and New Zealand functional fitness community elite level competition, in a time when there is no competition.

“The 2020 AllStar Showdown is an ideal competition for MVSN Technologies - demonstrating the platform's ability to connect competitors, judges and fans to the action. We are excited to be uniting competitors throughout Australia and New Zealand for this event.” Kelly Seif, MVSN Technologies.

“The 2020 All-Star Showdown puts Australia and New Zealand's top fitness athletes back into action bringing fans, competitors and the fitness community back together during this challenging time. In a normal year, we would be out hosting competitions across the country, but 2020 has presented several challenges. We are excited to have partnered with MVSN Technology to produce the event and to make this competition possible - looking forward to much more in the future,” said Nick Paterson, AllStar Alliance Director of Competition.

The AllStar Showdown broadcasts live on MVSN, August 28-30. Download the MVSN App to catch all the action and follow @allstaralliance on Instagram for all the information leading up to the event.

Mark the calendar:

ALL-STAR ALLIANCE FITNESS COMPETITION LIVE 28, 29, 30 AUGUST 2020

*** events are live In-App purchases exclusive to MVSN**

MVSN is currently live in both Apple's iOS and Google Play Android platform stores. MVSN is a proud supporter of AllStar Alliance for the 2020 Showdown as well as Australian MotorSport's SXS Racing.

For additional information please contact:

Nick Paterson
Director
AllStar Alliance
nickpaterson@allstaralliance.com.au
+61-408452-152-

Steve Lewis
Strategy
MVSN TV
+61-488-088-859
Steve@MVSN.tv
www.MVSN.tv

To download the MVSN player for Android or Apple iOS, please visit:

Apple iOS @ <https://apps.apple.com/au/app/mvsn/id1472153787>
Android @ <https://play.google.com/store/apps/details?id=com.esryou.tv>

WWW.MVSN.TV

###