

[ExerCube]  
(sphery)

A NEW APPROACH TO FITNESS & MOVEMENT

[ExerCube]

# DOME

## RETURN TO SPORTS

Scientifically-based training for efficient increase of abilities  
[ physical | cognitive | mental ]



# TRAIN LIKE A PRO, PLAY LIKE A CHAMPION

The training of the future is here - and it requires more than just exercise. Cognitive challenges, precise motion tracking, and adaptive feedback transform every move into a measurable improvement.



**Anthony (Tony) M. McCrovitz, Ph.D.** is a licensed clinical psychologist, is dedicated to creating meaningful connections and advancing holistic health. With expertise in child development and bio-psycho-social approaches, his work integrates neuroscience, therapeutic tools, and the relationship-building philosophy of Gentle Teaching.

## Head - Cognitive Growth & Awareness

Dr. McCrovitz uses cutting-edge neurofeedback technologies like EEG and Near-Infrared Light Therapy to support brain health. These tools enhance cognitive abilities, focus, and resilience while addressing "lagging skills" that can impact personal and professional growth.

## Heart - Social-Emotional Learning

A central theme of Dr. McCrovitz's work is fostering a Culture of Gentleness, which emphasizes trust, belonging, and self-awareness. By integrating social-emotional learning frameworks, he helps individuals and families navigate challenges, improve emotional regulation, and build fulfilling relationships.

## Body - Physical Vitality & Integration

Dr. McCrovitz's innovative approaches, such as the ExerCube and multi-sensory environments, merge physical movement with cognitive engagement. These strategies are designed to support wellness, rehabilitation, and fitness while enhancing overall quality of life.

Through his research, publications, and international collaborations, Dr. McCrovitz provides tools and guidance that empower individuals of all abilities to thrive. His commitment to holistic health ensures that every client experiences growth in mind, heart, and body.

### ANTHONY M. MCCROVITZ, PH.D.

LMHC, HSPP, BCPC, IMH-E® (II), DAPA  
Executive Director



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head, heart, body connection

The collaboration between Dr. Anthony M. McCrovitz and the EXERCUBE Sphery AG group creates a unique synergy, offering personalized, research-based solutions that enhance mental, emotional, and physical health.

## Head - Research and Customization

Dr. McCrovitz leverages his expertise in neuroscience and cognitive development to integrate advanced assessments, such as EEG neurofeedback, into the ExerCube experience. Together, they create personalized training plans that align with each individual's unique cognitive and physical needs

## Heart - Creating a Culture of Gentleness

By incorporating Tony's Gentle Teaching philosophy, the EXERCUBE extends beyond fitness, fostering meaningful emotional connections and self-awareness. This collaboration ensures that every session nurtures growth, belonging, and emotional resilience

## Body - A Holistic Fitness Journey

The partnership enhances the immersive environment of EXERCUBE with tools and techniques tailored to support physical movement and rehabilitation.

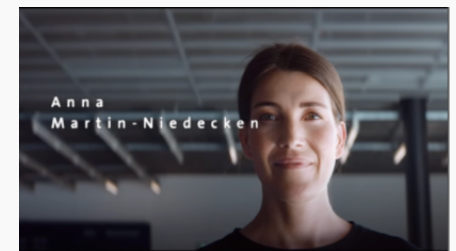
Through his research, publications, and international collaborations, Dr. McCrovitz provides tools and guidance that empower individuals of all abilities to thrive. His commitment to holistic health ensures that every client experiences growth in mind, heart, and body.

The integration of quality-of-life values ensures users not only build strength and endurance, but also experience enhanced overall well-being.

a collaboration

**Sphery AG** was founded in Zurich, Switzerland in 2018 as the result of several research projects and based on the doctoral thesis of co-founder Prof. **Dr. Anna Martin-Niedecken**. Sphery specializes in game-based, personalized and multimedia training concepts and technologies that are combined with innovative and unique hardware and software designs. With a research-based and participatory development approach, Sphery contributes to the physical and mental health of today's 'digital native' society.

## Prof. Dr. Anna Martin-Niedecken



Anna Lisa Martin-Niedecken is Professor of Design Science with a focus on digital health.

- CEO & Co-Founder of Sphery
- Switzerland's Top 100 Digital shapers
- Head of the Institute for Design Research at Zurich University of the Arts
- Initiator of the cross-institutional Digital Health Design Living Lab

an immersive fitness experience