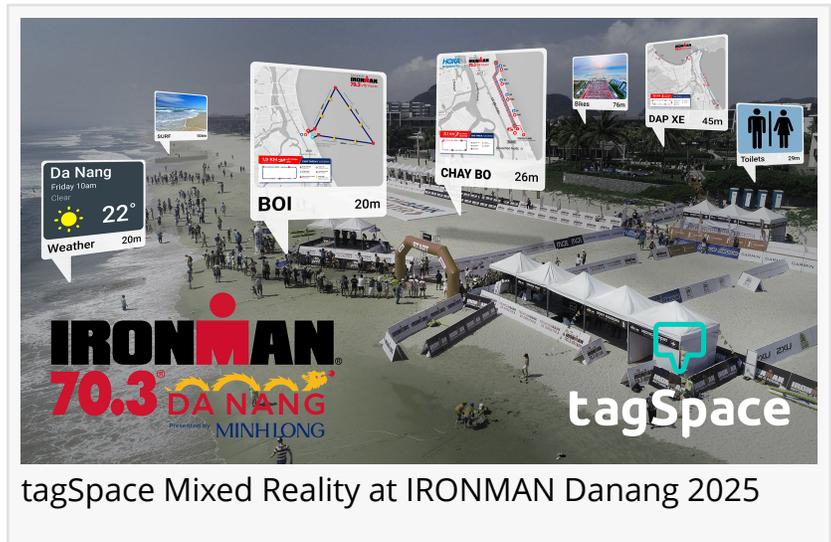


Mixed Reality Powers a New Era of Endurance Sports for 2025 IRONMAN 70.3 Da Nang with tagSpace Technology

2025 IRONMAN 70.3 Da Nang made history as the first-ever IRONMAN event to integrate Mixed Reality technology via collaboration with tech company, tagSpace.

DA NANG, VIETNAM, May 12, 2025 /EINPresswire.com/ -- The 2025 IRONMAN 70.3 Da Nang, organized by Sunrise Events Vietnam, made history as the first-ever IRONMAN event to feature integrated Mixed Reality (MR) technology — thanks to a new collaboration with immersive tech company, tagSpace.



tagSpace Mixed Reality at IRONMAN Danang 2025

This ground-breaking partnership brings a fully interactive digital layer to the event, designed to transform how athletes, spectators, and fans experience race day. By leveraging tagSpace's cutting-edge Mixed Reality platform, participants enjoyed real-time navigation, enhanced access to information, and exclusive digital content — all through their smartphones.

Key MR Features Include:

- Location-Based Experiences: Scan your surroundings to reveal hidden digital content at key areas including the Expo, Transition Zone, Start Line, and more.
- Smart Navigation: Easily find your way around the venue with on-the-spot directions and guided paths.
- Instant Updates & Offers: Get live course information, race updates, and unlock exclusive promotions from sponsors with just a few taps.

Paul Martin, tagSpace's founder and CEO said: "One of our core pillars at tagSpace is using new

technologies to encourage people to get outdoors, active and healthy and our mantra is; "Information, Exploration, Entertainment". So combining these experiences for Ironman triathlon events is something our team is incredibly excited about."

Rob Zamacoma, General Manager of Sunrise Events Vietnam said: "This marked a major milestone in our journey to blend innovation with endurance sports," said . "By teaming up with tagSpace, we not just organize races — we're crafting next-level experiences that connect our athletes and audience like never before."

As thousands descended on the stunning coastal city of Da Nang for the 2025 IRONMAN 70.3 on 9-11 May 2025, this immersive upgrade redefined what it means to be part of the IRONMAN community — creating a race environment that was more engaging, intuitive, and unforgettable.

This is the future of racing where technology and human performance meet.

For more information, visit the official event site: <https://www.ironman.com/races/im703-danang>

About tagSpace®

tagSpace Pty Ltd. is a software company composed of video-game industry veterans and founded by CEO, Paul Martin who was responsible for delivering video game engine technologies to companies such as Electronic Arts, Microsoft and Sony.

tagSpace provides a Spatial AI content platform for creating interactive, social experiences running on mobile and wearable hardware, bringing digital infotainment to the real world. This technology enables what is known as the "Spatial Web" which is generally regarded to be the future of Internet browsing experiences. tagSpace technologies have enabled enhanced visitor and fan experiences for live events, sports and tourism at hundreds of locations across the world and they are now opening up the platform to enable "always on" experiences featuring content by top brands, entertainment companies and individual creators.

For more information. visit: <https://tagspace.com>

About Sunrise Events Vietnam

Founded in 2015, Sunrise Events Vietnam (SEV) is the exclusive licensee of the World Triathlon Corporation for organizing IRONMAN 70.3, 5150 Triathlon, and IRONKIDS events in Vietnam. Driven to inspire individuals to achieve their best, SEV creates premier mass participation events that elevate Southeast Asia's sports tourism, promote health and wellness, and support sustainable community impact. SEV also organizes flagship endurance events like the IRONMAN

70.3 Da Nang, IRONMAN 70.3 Phu Quoc, 5150 Phu Quoc, SUNRISE SPRINT Viet Nam, IRONKIDS Viet Nam, IRONKIDS Phu Quoc, Ho Chi Minh City International Marathon, Hanoi International Marathon, and KIDS RUN.

For more information, visit <https://sunriseevents.com.vn>

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