

CIRCLE REVOLUTIONIZES ROUTE SETTING

Bringing climbing gyms, route setters, and hold brands together to create better climbing experiences worldwide.

For immediate release

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Circle officially launches today, introducing a new platform designed to help climbing gyms operate more efficiently, access fresh routes more easily, and constantly renew the climbing experience for their communities.

Created by people deeply connected to the climbing world, Circle combines climbing culture, creativity, and technology to make route sharing possible at a global scale while preserving the human and creative side of route setting.

Before, a climbing route was ephemeral and local. Today, Circle connects gyms with the world's best route setters. Thanks to 3D and our ultra-precise setup guides, movement finally travels without limits. » explains Jérôme Meyer, CEO of Circle.

Helping Gyms Save Time and Increase Route Setting Efficiency

Using Circle's proprietary 3D technology, route setters can create or reproduce routes with millimeter precision inside a virtual environment.

For climbing gyms

Circle helps gyms:

- save time on route planning and preparation
- reduce travel and route setting costs
- access fresh routes
- bring new styles and movements to their climbers
- preview routes in 3D before purchasing
- access detailed setup information and hold brand references

Each purchase includes a permanent right to use, allowing gyms to reinstall routes whenever needed.

For route setters

Circle gives route setters the opportunity to:

- generate recurring revenue from their routes
- share their work with gyms worldwide
- build visibility within the climbing community
- push their creativity further

For hold brands

Circle increases brand visibility by integrating hold brands directly into the route discovery and installation experience.

CIRCLE is opening a new era for the climbing community where climbing gyms, route setters, and hold brands can collaborate, share ideas, and create better climbing experiences together.

About Circle

Circle is a global climbing platform connecting climbing gyms, route setters, and hold brands through virtual routes and 3D route technology.

Its mission is to preserve and elevate climbing culture by making high-quality routes and creative experiences more accessible worldwide.



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