CLAIMS

1. A massage apparatus including

a massage drive;

a plurality of sensors;

a processor module arranged in signal communication with the massage drive, the processor module operable to detect a location of the massage drive with respect to the massage apparatus and a motion of the massage drive via the plurality of sensors;

a controller arranged to send and receive data signals associated with the location and the motion of the massage drive; and

a simulation module arranged in data communication with the controller, the simulation module comprises a data interpreter that receives the data signals from the controller and selects a corresponding pre-programmed control data for controlling a display of a simulated drive simulating the massage drive in a simulated environment, wherein the simulated drive is shown at a location corresponding to the detected location of the massage drive and moving in synchronization with the massage drive according to the detected motion of the massage drive.

2. The massage apparatus of claim 1, wherein the controller comprises a user input/output (I/O) device operable to receive an input of a user.

3. The massage apparatus of claim 2, wherein the I/O device comprises an accelerometer and/or gyroscope to detect or approximate the orientation or position of a user's eye in a 'view zone' located at a pre-determined area of the controller, wherein the pre-determined area is operable to detect the sensory input of a user eye staring at the view zone for a pre-determined period of preferably three seconds.

4. The massage apparatus of claim 2, wherein the I/O device comprises a voice recognizer/detector operable to receive a voice command for execution or activation of a state of the massage apparatus.

5. The massage apparatus of claim 2, wherein the I/O device comprises one

or more biometric input/output mechanisms.

6. The massage apparatus according to any one of the preceding claims, wherein the pre-programmed control data comprises at least one of the following data: - type of motion, speed of motion, repetition of motion.

7. The massage apparatus of claim 1, wherein the massage drive comprises at least one of the following massage mechanism: - a kneading drive mechanism, a tapping drive mechanism, z-axis positioning mechanism, an airbag pump, and a vibrating plate mechanism.

8. The massage apparatus of claim 7, wherein the processor module is further operable to detect one or more of the following:- an on state and an off state of the massage drive.

9. The massage apparatus of any one of the preceding claims, wherein the simulation module is a virtual reality device.

10. The massage apparatus of any one of the preceding claims, wherein the controller is a wireless controller and includes a Bluetooth communication module.

11. The massage apparatus of any one of the preceding claims, wherein the massage apparatus is a massage chair.

12. The massage apparatus of any one of the preceding claims, wherein the data signals further include at least one of the following:- speed of the massage drive, airbag pressure, temperature, movement rate, movement direction, proximity to a subject’s body part.

13. The massage apparatus of any one of the preceding claims, wherein the simulation module is configured to contain object rendering data to generate/simulate multi-dimensional objects in the simulated environment, wherein the object rendering

data includes one of the following: -visualisation/simulation multimedia content such as a video file, an audio file, still, 360 degree or panoramic images; 3D models and animations; 3D particle or light effects.

14. The massage apparatus of any one of the preceding claims, wherein when the processor module detects a change in the location and the motion of the massage drive, the data interpreter is operable to select a relevant control data to synchronize the simulated drive in the simulated environment with the change in the location and the motion of the massage drive.

15. The massage apparatus of claim 14, wherein the synchronization of the simulated drive is between 100 milliseconds (ms) and 1 second, preferably between 100 ms and 0.5 seconds.

16. The massage apparatus of any one of the preceding claims, wherein the data format of the data signals is in a form {massage mechanism type; position on user; speed/frequency} format.

17. A method for controlling a massage apparatus having a massage drive, the method including the steps of:-

(a) detecting by a processor a location of the massage drive with respect to the massage apparatus and a motion of the massage drive using a plurality of sensors;

(b) sending and receiving by a controller data signals associated with the location and the motion of the massage drive;

(c) receiving from the controller the data signals by a data interpreter associated with a simulation module; and

(d) selecting a corresponding pre-programmed control data by the data interpreter for controlling a display of a simulated drive simulating the massage drive in a simulated environment, wherein the simulated drive is shown at a location corresponding to the detected location of the massage

drive and moving in synchronization with the massage drive according to the detected motion of the massage drive.