

RIDE.
EVERYWHERE.
ANYTIME.



WHY WE BUILT MYRIDE®+

ICG® designed Myride®+ because we believe in challenging the status quo. Challenging how much fun and how physically rewarding it is to ride an Indoor Cycle by making it even more so. And challenging clubs that miss out on daily opportunities by running Indoor Cycling classes for less than 20% of their operating hours.

HOW WE BUILT MYRIDE®+

By developing a system comprised of 3 core principles: Education. Interface. Content.

We empower clubs to deliver instructor-led classes to High Definition forward-motion video and music. Classes that motivate, inspire and condition members better than ever before.

And our Virtual Coaching classes run 100% on their own – on the hour, every hour, every day.

WHAT IS MYRIDE®+

Myride®+ is a complete software and content remap of a Myride® console. This new product allows you to connect your Myride®+ Console to any HDTV screen(s) or HD projector via HDMI and send audio to your sound system via stereo leads. Myride®+ is suitable for group Indoor Cycling in the studio or on the gym floor.

LIVE COACHING PRODUCT

LIVE COACHING OVERVIEW

- Instructor-led classes to High Definition forward-motion video
- Selected and controlled from the instructor's Console interface right next to the bike
- 3 Live Coaching programs
- **Destinations On Demand** is the most versatile Live Coaching program offered by Myride®+. - 140 five-minute world destinations
- **Challenges** is an uncut 30-minute video designed to create an accurate simulation of a real ride. - 10 thirty-minute workouts
- **Expeditions** is a more expansive view of each world location. - 10 thirty-minute workouts

DESTINATIONS ON DEMAND

LC DOD



LIVE COACHING PROGRAM: DESTINATIONS ON DEMAND

- Build a video playlist from a library of 140 five-minute videos as easily as you would build a music playlist
- These videos of spectacular world locations are organized by terrain type: Flat, Climb, Descent or Mixed
- Provides instructors with thousands of different video combinations to use with their music
- Features Quick-start: Just press play and toggle between terrain types in real time to match your workout's music and fitness profile
- Quick-start provides instructors with a low learning curve for programming with video, creating a powerful class from day one

CHALLENGES

LC CHALLENGES



LIVE COACHING PROGRAM: CHALLENGES

- Challenges are uncut 30-minute videos designed to create an accurate simulation of a real ride
- Challenges follow the natural landscape and profile of a single road continuously for 30 minutes
- Challenges are the ultimate unedited, uninterrupted, location-specific rides
- Challenges can be extended with scenic footage to create longer workouts
- Choose from 10 unique world locations
- No playlist planning required

EXPEDITIONS

LC EXPEDITIONS



LIVE COACHING PROGRAM: EXPEDITIONS

- Six stunning, five-minute videos from all over your chosen world location combine for a continuous, 30-minute video
- Expeditions provide a more expansive view of each world location with Myride®+
- Expeditions show the best roads and trails from 10 epic regions around the world
- While a Challenge follows a single road, an Expedition allows you to experience any territory completely in a single ride
- Expeditions can be extended with scenic footage to create longer workouts
- No playlist planning required

VIRTUAL COACHING PRODUCT

VIRTUAL COACHING OVERVIEW

- Option 1 - **MYSPORTIF** - High Definition forward-motion video with voiceover instructions and on-screen cues from Team ICG® Master Trainers
- Option 2 - **MYRIDE** – Ride to an on-screen Team ICG® Master Trainer to virtually recreate the Indoor Cycling instructor experience
- Four-minute videos enable you to build, on the Console, a virtual class of any type and format
- Run pre-designed fat-burn, cardio, sports or interval Challenges at 20, 40 or 60-minute durations
- Challenges can be scheduled online at **www.myrideplus.com** to run 100% on their own on the hour, every hour, every day
- The Myride®+ Console can be positioned in or outside the studio/Indoor Cycling space

MYSPORTIF

VC MYSPORTIF



03
SECTION TIME

70 - 100
RPM

TO - 60
HEART RATE %

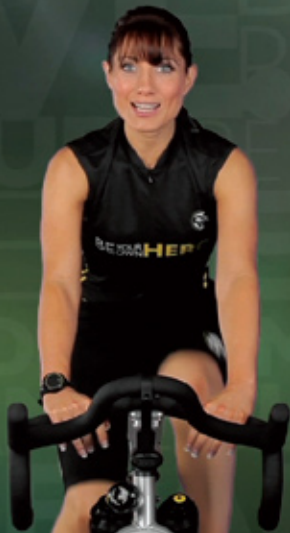


VIRTUAL COACHING PROGRAM: MYSPORTIF

- High Definition forward-motion video with voiceover instructions and on-screen cues from Team ICG® Master Trainers. Available in English, Spanish and German
- Over 65 four-minute videos of some of the world's most spectacular locations
- Four-minute videos enable you to build, on the console, a virtual class of any type and format
- Run pre-designed fat-burn, cardio, sports or interval Challenges at 20, 40 or 60-minute durations
- Challenges can be scheduled online at **www.myrideplus.com** to run 100% on their own on the hour, every hour, every day

MYRIDE

VC MYRIDE



02:38

SECTION TIME

60 - 80

RPM

TO - 60

HEART RATE %



VIRTUAL COACHING PROGRAM: MYRIDE

- Ride with an on-screen Team ICG® Master Trainer to virtually recreate the Indoor Cycling instructor experience
- Over 65 four-minute videos featuring 7 international Team ICG® Master Trainers. Available in English, Spanish and German
- Four-minute videos enable you to build, on the console, a virtual class of any type and format
- Run pre-designed fat-burn, cardio, sports or interval Challenges at 20, 40 or 60-minute durations
- Challenges can be scheduled online at **www.myrideplus.com** to run 100% on their own on the hour, every hour, every day

CLUB & INSTRUCTOR EDUCATION

EDUCATION OVERVIEW

- Understanding how to use the Myride®+ interface
- Pioneering knowledge of how and why to work with forward-motion video
- Ongoing study of the “Ergogenic Effect of Working With Music and Video”, a paper published by Team ICG® to teach the scientific principles that make Myride®+ such a powerful system
- Unlimited instructor enrollment
- All courses provide free, globally accredited CECs (pending)
- All education is provided before purchase commitment. Sign-up at **www.TeamICG.com** now
- A one-day practical course is available for the Live Coaching product, subject to additional costs

CLUB MARKETING

CLUB MARKETING OVERVIEW

Complete marketing assets are available now for download at:
<http://www.icg-design.com/downloadartwork/myrideplusclubs/>

Myride®+

Logos | Vista Images | T-Shirts | Leaflet Holder | Posters | Leaflets | Movies



AUDIO VISUAL REQUIREMENTS

AUDIO VISUAL OVERVIEW

Myride®+ is compatible with HD TVs, HD projectors and Stereo Audio systems using two of the industry's most common standards, HDMI and stereo. We recommend that Myride®+ clients work with audio-visual specialists to maximize their space and membership experience.

PROJECTORS



PROJECTORS

HD PROJECTORS & PROJECTOR SCREENS

The make and model of the HD projector and the make, model and size of the screen will depend on your preference and your budget.

Your projector must have the minimum specifications:

HDMI OR DVI-D INPUT

(If using a DVI-D connection, you will need to use an HDMI-to-DVI converter. There will be no loss of signal quality, but audio via HDMI is not supported.)

16:9 RATIO/1080P DEFAULT

(Myride®+ has been tested with full 1080p HD, WXGA (1200x800) and WUXGA (1920x1200) projectors. Myride®+ outputs a fixed default 1080p HD resolution at a 16:9 ratio for projectors to scale up or down.)

For the best projected experience, ICG® recommends the following:

HIGH BRIGHTNESS OF AT LEAST 3,500 - 4,000 ANSI LUMENS WITH HIGH CONTRAST LEVEL ACHIEVEMENT

SINGLE HD TV

myride.

TV



SINGLE HD TV

Myride®+ footage can be displayed using a single HD TV. The size, make and model of the screen will depend on your preference and your budget.

Your projector must have the minimum specifications:

HD 1080P
16:9 RATIO

For the best TV-screened experience, ICG® recommends the following:

60" MINIMUM SCREEN SIZE

VIDEO WALL

VIDEO WALL



MULTIPLE HD TVS VIDEO WALL

Myride®+ footage can be displayed on Multiple HD TV / Video walls.

MYRIDE®+ CAN SEARCH FOR ONLY ONE EXTERNAL DEVICE.

MYRIDE®+ OUTPUTS A FIXED DEFAULT RESOLUTION OF 1080P.

THE SCREEN'S BEZELS/FRAMES WILL NATURALLY DISTORT THE VIEWING EXPERIENCE. BEST PRACTICE IS TO REDUCE THE BEZEL/FRAME AS MUCH AS POSSIBLE WITHIN BUDGET AND TECHNOLOGY.

MULTIPLE HD TVS VIA HDMI SPLITTERS

Myride®+ footage can be displayed on Multiple HD TVs using standard HDMI Splitters.

International brands: Cableson® HDMI Splitter Box 1x2 Port (Active), Neet® HDMI Splitter Box 1x2 Port (Active), and Digitus® 2 Port HDMI Pocket Video Splitter (Passive) have been tested for compatibility with Myride®+.

Disclaimer: ICG® has tested only the above HDMI Splitters and cannot confirm that all HDMI Splitters on the market will be compatible. The above HDMI Splitters were compatible when tested on 12.30.11. ICG® cannot guarantee they will remain compatible. When using a Passive HDMI Splitter, please take care that there is no loss of image quality as a result of not amplifying the signal over long cable lengths. ICG® has tested only 2-Port HDMI Splitters and cannot confirm that more than 2 Ports will not reduce performance, not encounter technical difficulties, or be compatible.

STEREO AUDIO SYSTEMS

Myride®+ is compatible with all sound systems that use stereo. Myride®+ can also output sound via HDMI in the event that you pair with HD TV screen(s).

Myride®+ requires male Mini-phone stereo 3.5 mm to 2 x M RCA (Cable not provided).

MYRIDE®+ PRICE LIST

PRICE LIST

Myride®+ Console **\$4,195 MSRP**

+ PRODUCTS

Myride®+ Live Coaching **\$6299 MSRP**

Myride®+ MYRIDE Virtual Coaching **\$3299 MSRP**

Myride®+ MYSPORTIF Virtual Coaching **\$3299 MSRP**

+PACKAGES

Myride®+ MYRIDE & MYSPORTIF Virtual Coaching **\$6598 MSRP**

Myride®+ Virtual & Live Coaching **\$12897 MSRP**

AUDIO VISUAL GUIDE LIST

AUDIO VISUAL **GUIDE LIST**

HIGH CONTRAST OPTICAL SCREENS

DNP Supernova One Optical Screen 84" **\$1585**MSRP

DNP Supernova One Optical Screen 100" **\$2835**MSRP

DNP Supernova One Optical Screen 120" **\$3480**MSRP

TRADITIONAL SCREENS

Draper Cineperm 161" 16:9 Wall Mount Screen **\$932** MSRP

AUDIO VISUAL **GUIDE LIST**

RECOMMENDED PROJECTOR

Digital Projection - E-Vision Series, WXGA 6000 Lumens **\$5995**MSRP

RETAIL PROJECTOR EXAMPLE

Benq SP891 DLP 1080P Projector **\$2960**MSRP

RETAIL HD TV EXAMPLE

Sharp - AQUOS / 60" Class / LCD / 1080P / 120Hz / HDTV **\$1099**MSRP



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