



USER PACK 2011/12

USER PACK 2011/2012 - LIVE COACHING



USER PACK CONTENTS - LIVE COACHING

OUTER BOX

TUTORIAL DVDS X 3, MARKETING DVD X 1

USER MANUAL, PRODUCT TRAINING MANUAL, EDUCATION MANUAL, CHOREOGRAPHY CARDS & WELCOME NOTE



BOX DESIGN - LIVE COACHING

TRY IT NOW. REMEMBER IT FOREVER MARKETING MESSAGE

TRIBAL LOGO / MYRIDE®+ ON FRONT

TESSALATION OF DESTINATIONS TO SHOWCASE AMAZING DESTINATIONS



DVD DESIGN - LIVE COACHING

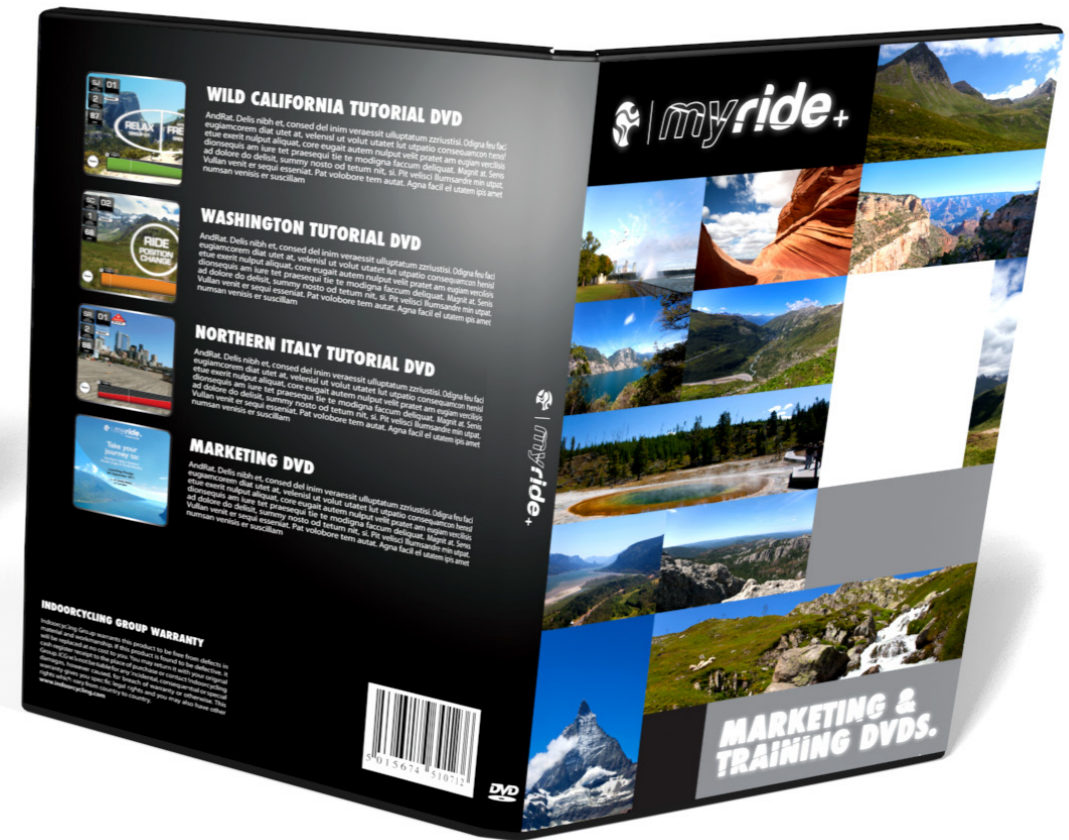
3 x TUTORIAL DVDS WITH LOCATIONS ON FRONT.

1 X MARKETING DVD

CASE DESIGN, DESIGNED TO SHOW WHAT IS IN THE PACK



DVD DESIGN - LIVE COACHING



USER PACK 2011/2012 - VIRTUAL COACHING



USER PACK CONTENTS - VIRTUAL COACHING

OUTER BOX

PRODUCT TRAINING MANUAL DVD X 1, MARKETING DVD X 1
USER MANUAL, PRODUCT TRAINING MANUAL, WELCOME NOTE



BOX DESIGN - VIRTUAL COACHING

TRY IT NOW. REMEMBER IT FOREVER MARKETING MESSAGE

TRIBAL LOGO / MYRIDE®+ ON FRONT

TESSALATION OF DESTINATIONS TO SHOWCASE AMAZING DESTINATIONS



DVD DESIGN - VIRTUAL COACHING

1 X PRODUCT TRAINING MANUAL DVD

1 X MARKETING DVD

CASE DESIGN, DESIGNED TO SHOW WHAT IS IN THE PACK



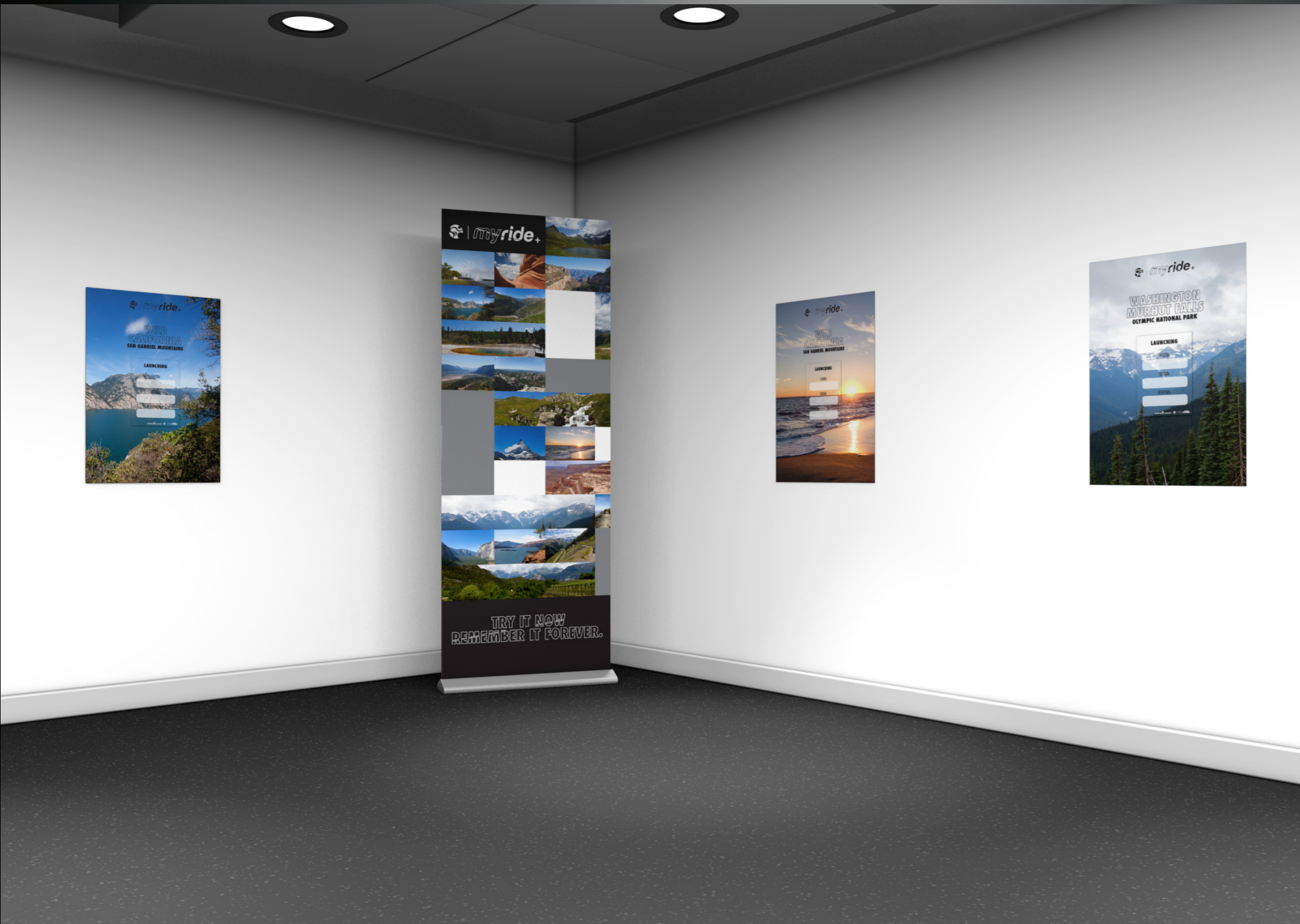
DVD DESIGN - VIRTUAL COACHING



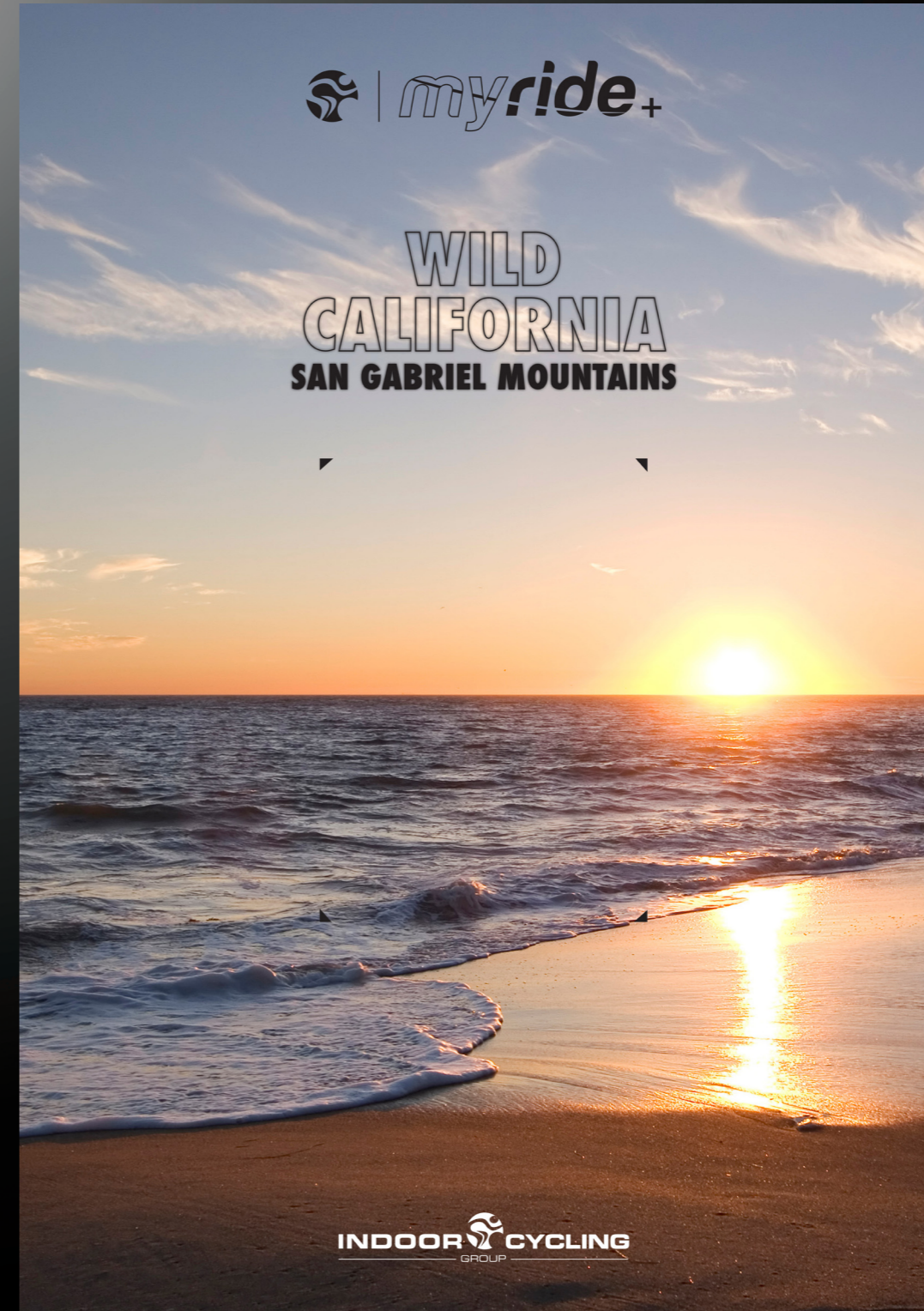
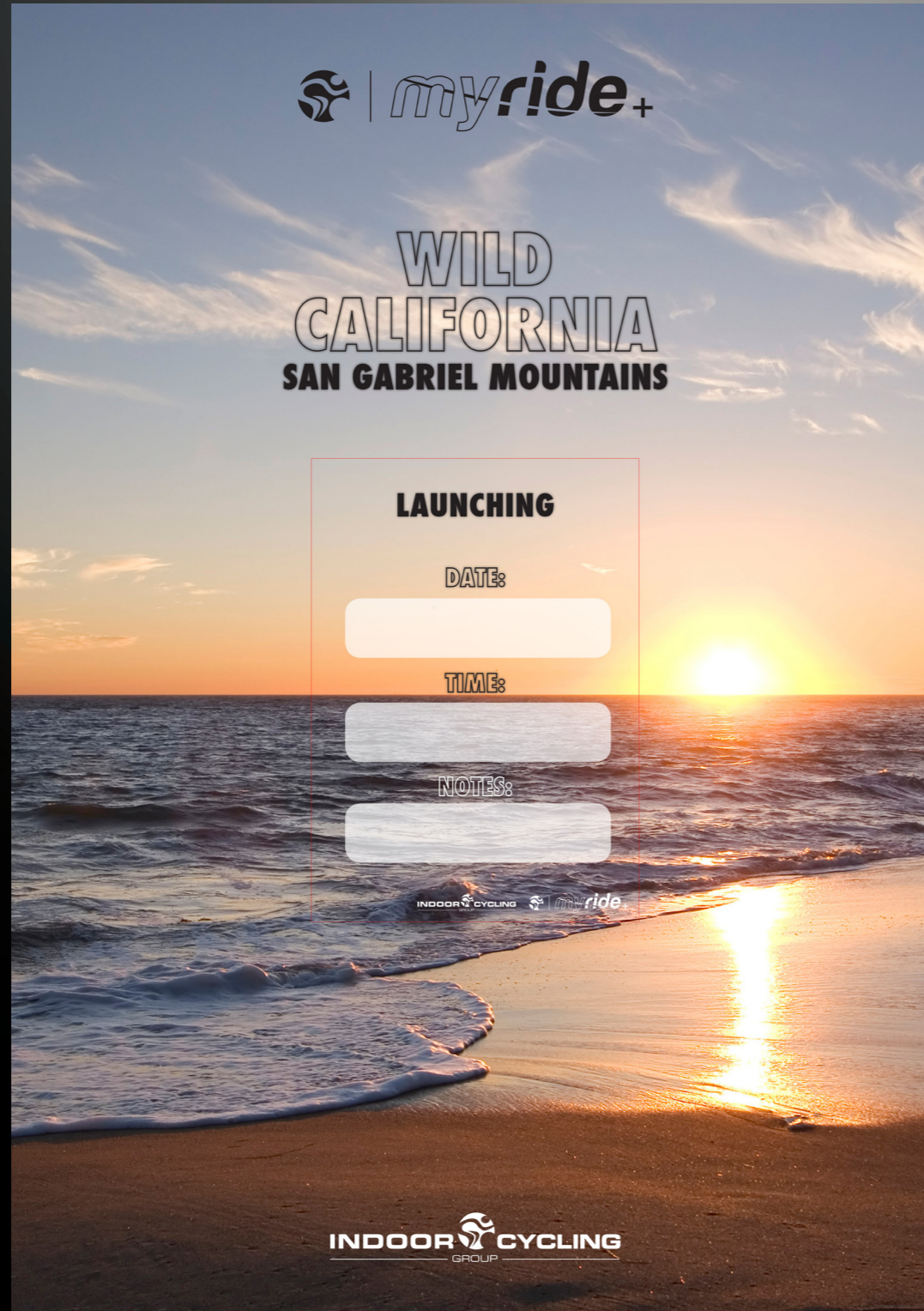
BOX DESIGN - LIVE AND VIRTUAL COMBINED



MARKETING DVD - POSTERS & PULLUPS



MARKETING DVD - POSTER



BOX SPECIFICATION

BOX SIZE:

254MM WIDE X 196MM HIGH X 57MM DEEP

PAPER OVERBOARD 2000 MICRON BOARD

LITHO PRINT FULL COLOUR MATT LAMINATE FINISH SPOT UV TRIBALS

INSET DIE CUT BLACK HIGH DENSITY FOAM 194MM X 139MM (DEPTH TBC)

POP SPECIFICATION

255MM HIGH X 230MM WIDE,

LITHO FULL COLOUR AND MOUNTED ONTO 2000 MIC DISPLAY BOARD,

DIE CUT TO SHAPE WITH FULL WIDTH POCKET AT THE FRONT & 2 OR 3 STRUTS TO THE REVERSE



POP LAUNCH PACK 2011/12

LAUNCH PACK

50 X T-SHIRTS (1 X CHALLENGE/EXPEDITION)

1 x LEAFLET

1 X POS DISPLAY



LAUNCH PACK

50 X T-SHIRTS (1 X CHALLENGE/EXPEDITION)

1 X LEAFLET

1 X POS DISPLAY



LAUNCH PACK

50 X T-SHIRTS (1 X CHALLENGE/EXPEDITION)

1 x LEAFLET

1 X POS DISPLAY

LIVE COACHING.

DESTINATION ON-DEMAND.
Instructors – with over 140 on demand world destinations, take your riders on an expedition of your making. Inspire your class with real-to-life road or trail stages enhanced by your own choreography and inspired music selection. Your options are "Virtually" endless.

CHALLENGES: TIMMELSJOCH, ITALY.
Just one of the many World Tour Challenges (WTC) you can lead your class through. These 30-minute workouts are specially designed to give you an accurate simulated experience of the real event by following the true gradient pattern of the terrain, reducing the time spent in each section proportionately so the challenge fits in your club timetable.

EXPEDITION: WYOMING, USA.
Wyoming, USA is just one of the many beautiful locations ready to be visited. World Tour Expeditions (WTE) are your members chance to escape the four white walls, giving classes the metaphorical "fresh air" they need. These 30-minute workouts capture the most scenic locations over 3 continents. Lead your class through mountain passes, forest trails, desert roads and urban sidewalks – it's your expedition.

TRY IT NOW. REMEMBER IT FOREVER.



VIRTUAL COACHING.

50% GREATER RETURN FROM YOUR STUDIO.
Don't accept using your dedicated cycling studio less than 20% of your opening hours. Run Myride® Plus virtual classes and gain new sales by advertising this exciting program whilst improving your return from existing space and equipment.

THE POWER OF MYRIDE® UNLEASHED.
Myride® Plus delivers every aspect of the virtual coaching available on its sister product – just bigger. Via bearing video walls or anything else as it screens a picture via HDMI. Myride® Plus is the ultimate virtual coach experience with thousands of challenges and over a million ways to customize workouts all in one ready-to-go system.

CREATE YOUR OWN VIRTUAL TIMETABLE.
Access the full Myride® coaching content online. Customise your club's perfect virtual schedule with the drag and drop calendar feature then "Save to USB" insert the USB into your Myride® Plus and the classes will run themselves. It's that simple.

SOME SAY VISUALIZE IT. SOME SAY REFERENCE IT. WE SAY SEE IT.

Be part of the next generation of indoor Cycling Studios transcending music-only classes by empowering instructors to use and participants to ride 100's of world destinations with video on-demand.



INDOOR CYCLING
GROUP

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LAUNCH PACK

50 X T-SHIRTS (1 X CHALLENGE/EXPEDITION)

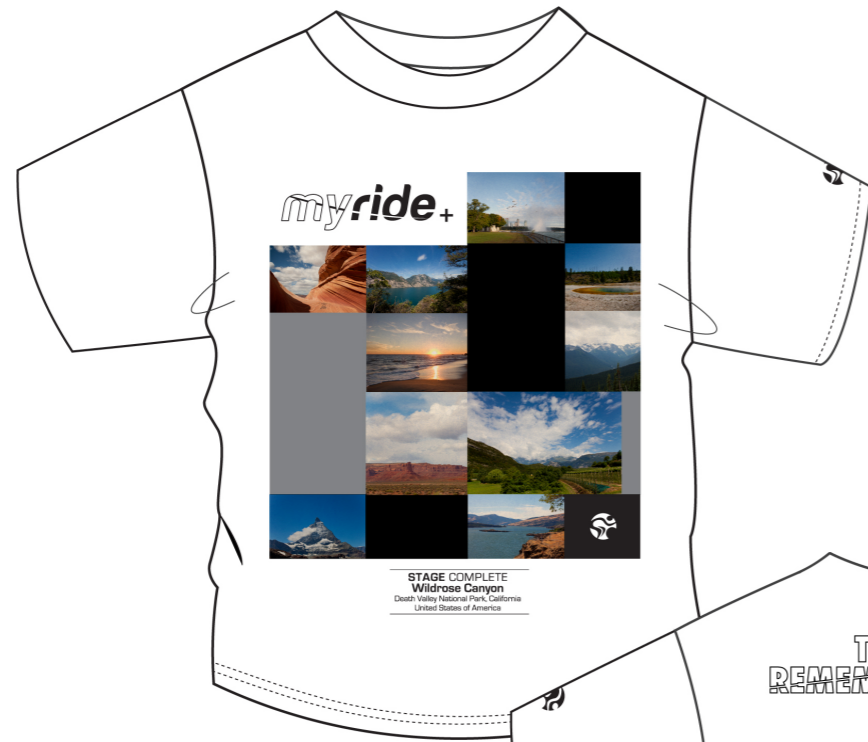
1 X LEAFLET

1 X POS DISPLAY



LAUNCH PACK

50 X T-SHIRTS (1 X CHALLENGE/EXPEDITION)
1 x LEAFLET
1 X POS DISPLAY





FEARLESS. WE ARE.
VICTORY FAVOURS THE BRAVE.
BE YOUR OWN HERO