



THE MOST POWERFUL, PERSONALIZED WAY TO EXPERIENCE **INDOOR CYCLING. EVER.**

For sports and fitness, thousands of personal rides are being created and experienced everyday by athletes, avid cyclists and beginners worldwide. Ride on in - where will your imagination take you?

BEST FOR BUSINESS.

With coaching programs and multimedia options that traditional cardio bikes could only dream of, it's no wonder why Myride® is set to replace them in health clubs, hotels, homes and more.

CONSUMER CONFIDENCE.

Real-time workout tutorials. Over 1 million studio and real footage workouts. Thousands of preset challenges.TV. And a bike endorsed by Lance Armstrong, need we say more!

KEY FEATURES OVERVIEW.

UNLIMITED SELECTION.

Build your own workout with over 1 million variations or choose from thousands of preset challenges designed to meet every fitness and sporting level. The Myride® is powerful, fast and intuitive.



DUAL COACHING.

Ride the world's terrain or recreate the studio experience at the touch of a button. The enhanced MyRide and new MySportif programs deliver an inspired dual coaching experience.





MULTILINGUAL.

English. Spanish. German. Myride® delivers a comprehensive multilingual service across all its coaching and entertainment programs.

HIGH DEFINITION DISPLAY.

The highest resolution screen ever on an Indoor Cycle. Displayed on a true 16:9 ratio and 17.3" touch screen, you'll be captivated by the brilliance of outdoor footage and in-studio graphics.



ENTERTAINMENT.

Watch, listen and ride to your favorite TV shows and films.



INTERNET READY.

Featuring internet access (LAN) the Myride® keeps you connected and ready for the latest workout releases and software upgrades.



COACHING **OVERVIEW.**

LEARN THE MOVES.

From the first ride we are here to help you get the most from your workouts. Our 'Learn The Moves' program will instruct you on choosing the right challenges, building your own great workouts and being confident throughout our coached riding positions and training zones.



CHOOSE YOUR CHALLENGE.

The 'Choose Your Challenge' program is there for when you're in a hurry or need a push in the right direction. In 3 clicks simply choose your workout category followed by the time you wish to ride and press start. It's that quick.



BUILD YOUR OWN WORKOUT.

Building a personal workout has never been so easy, yet so powerful. Using the 4 colored 'Training Zones' for varying intensity, build your ride by selecting from the 4 minute 'Stages' tablets, in the middle layer, based on preferred ride positions, music genre, song, destination or instructor. Alternatively flip over the 'Stages' tablets to see its energy level graph. Build your ride as tough, easy, long or short as you like. Build them to match your sporting or fitness needs. It's all about you.



TECHNICAL OVERVIEW.



Full High Definition (HD) ready



Industrial Grade Computer with 500 GB HDD



Live MYRIDE OS 3.0 operating system for superior application



Intuitive User Interface (UI) and 17.3" touch screen performance



Internet ready (LAN)



TV tuner ready (DVB-T and analog)



Free-standing or wall-mounting ready (Via 'Wave Stand')



Headphone port ready (3.5mm. incl. extension lead)



Remote on-line servicing ready



Remote on-line upgrade ready



Multilingual ready (English, Spanish, German)

BE PROFITABLE.

- Encourage members to use Myride® as an introduction to Indoor Cycling classes to increase your clubs 'Group Fitness' attendance and strengthen club attrition.
- Make Myride® a strong focal point on your club's gym floor to attract prospective and existing members with innovative products and socially engaging zones.
- Use Myride® in your group Indoor Cycling environment (via wall installation) to maximize existing space and bike usage at non-class times by turning the outside row of bikes to face consoles.
- Replace your traditional cardio bikes on the gym floor to offer increased coaching and entertainment variety appealing to a wider membership group for the same or less capital expenditure.



World Tour Expedition:
Italian Alps

myride.



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.

BEST FOR BUSINESS.

'Value' and 'Premium' service operators alike will benefit from 1000's of virtually instructed classes to optimize their studios 'cost of ownership' whilst providing innovative coaching tools for instructors to widen their clubs membership appeal and strengthen attrition. Myride®+ will improve any facility's return on investment from Indoor Cycling equipment and studio space.

CONSUMER CONFIDENCE.

More than cycling - Myride®+ creates new experiential service. By offering a Myride® Studio you are providing a cinematic experience where members can virtually visit 100's of world destinations. Participants will aspire to see and ride the racecourses performed by cycling legends as well as experience far-flung destinations they are unlikely to ever visit.

VIRTUAL COACHING OVERVIEW.

VIRTUAL COACHING.

500%
GREATER RETURN
FROM YOUR STUDIO.

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



VIRTUAL COACHING.

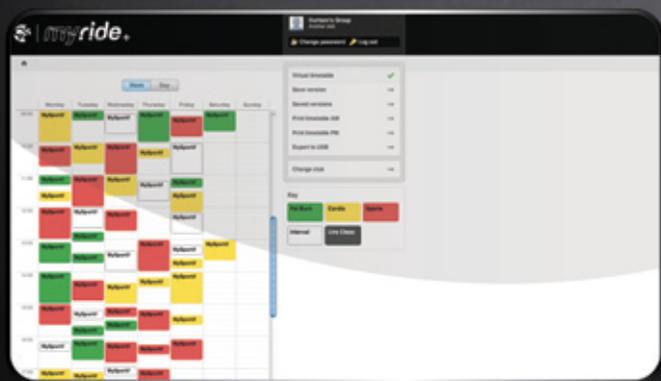
THE POWER OF MYRIDE® NOW UNLEASHED.

Myride®+ delivers every aspect of the virtual coaching available on its sister product – just bigger. Via beaming, video walls or anything else able to screen a picture via HDMI, Myride®+ 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.



VIRTUAL COACHING. CREATE YOUR OWN VIRTUAL TIMETABLE.

Access the full Myride® coaching content online. Customize your club's perfect virtual schedule with the 'drag and drop' calendar feature then "Save to USB". Insert the USB into your Myride®+ and the classes will run themselves. It's that simple.



LIVE COACHING OVERVIEW.

LIVE COACHING.

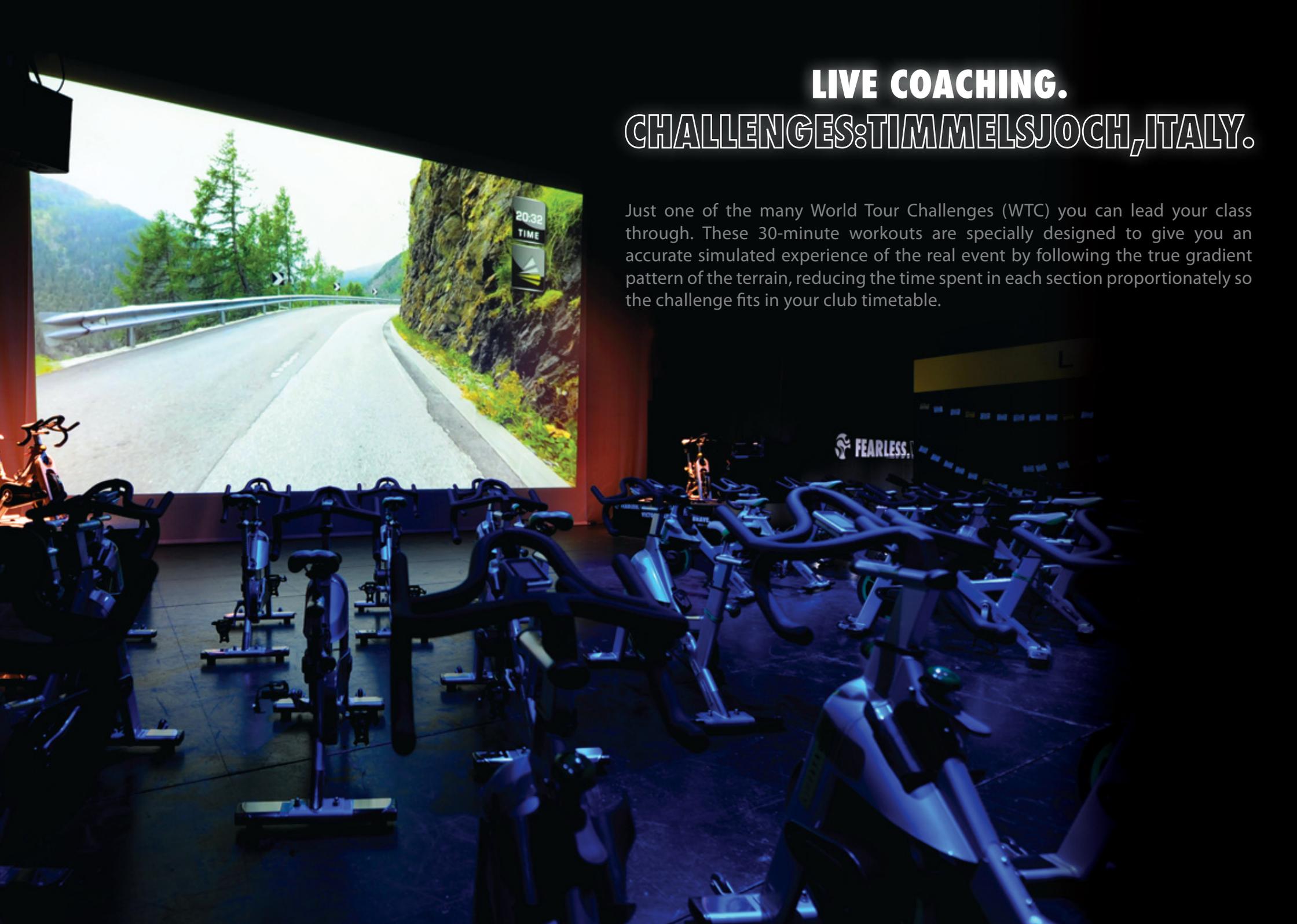
DESTINATION ON-DEMAND.

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.



LIVE COACHING. 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.



LIVE COACHING. 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 metaphoric '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.



TECHNICAL OVERVIEW.

Myride®+ is both the "Control Unit" and its embedded content. The Indoorcycling Group® does not supply any other line items though will provide recommendations and/or connect you with its local preferred Audio Visual partners. The Myride®+ Control Unit principally relies on sending its visual content to a third party screen via HDMI and its audio via the 3 listed industry standards below. These common technologies ensure that your Myride®+ is compatible with almost any AV solution you choose to pair it with.



Full High Definition (HD) ready



Industrial Grade Computer with 500 GB HDD



Live MYRIDE OS 3.0 operating system for superior application



Intuitive User Interface (UI) and 17.3" touch screen performance



TV tuner ready (DVB-T and analog)



Stereo Audio out (3.5mm)



HDMI ready



Free-standing or wall-mounting ready (Via 'Wave Stand')



Remote on-line servicing ready



Remote on-line upgrades ready



Multilingual ready (English, Spanish, German)



Internet ready (LAN)

Additional line items required (not supplied):

- Media Screen i.e Projector/ Screen or Video-Wall etc
- Audio/Stereo System

VIRTUAL COACHING PRODUCTS.



MYRIDE VIRTUAL COACHING

Virtual Coaching MyRide workouts in English, German and Spanish language.

Licensed for Public Performance Rights. Single specified location only.

Account generation on the Myride+ "Virtual Timetable" web interface.

Endless license with no more monthly license fees for Public Performance Rights.

Regular content updates provided by Team ICG®.



MYSPORTIF VIRTUAL COACHING

Virtual Coaching MySportif workouts in English, German and Spanish language.

Licensed for Public Performance Rights. Single specified location only.

Account generation on the Myride+ "Virtual Timetable" web interface.

Endless license with no more monthly license fees for Public Performance Rights.

Regular content updates provided by Team ICG®.



VIRTUAL COACHING PACKAGE

Virtual Coaching MyRide & MySportif workouts in English, German and Spanish language.

Licensed for Public Performance Rights. Single specified location only.

Account generation on the Myride+ "Virtual Timetable" web interface.

Endless license with no more monthly license fees for Public Performance Rights.

Regular content updates provided by Team ICG®.

LIVE COACHING PRODUCTS.



LIVE COACHING

LiveCoachinginstructorfunctionsincl.Destination on-demand, challenges and expeditions.

Additional landscape content of over 140 on-demand world destinations.

Licensed for Public Performance Rights. Single specified location only.

Endless license with no more monthly license fees for Public Performance Rights.

Regular content updates provided by Team ICG®.



MYRIDE/MYSPORTIF VIRTUAL COACHING & LIVE COACHING PACKAGE

Virtual Coaching Myride workouts in English, German and Spanish language.

Virtual Coaching MySportif workouts in English, German and Spanish language.

LiveCoachinginstructorfunctionsincl.Destination on-demand, challenges and expeditions.

Additional landscape content of over 140 on-demand world destinations .

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THE RETURN ON INVESTMENT.



BE PROFITABLE.

- Run profitable 'Virtual' classes at non-peak times.
- Optimize your equipment's cost of ownership from greater use across all hours of operation.
- Enhance your clubs membership appeal with a new experiential service.
- Provide your instructors with the tools to engage new member groups to participate in group exercise.
- Empower your instructors with the tools to improve club attrition through an 'experience' led program.
- Maximize your return from existing dedicated space.
- Create new revenue streams.
- Be a leading 'experience' provider.

myride HOME



INDOOR CYCLING

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BRINGING THE **TOUR TO YOU.**

The most powerful, personalised way to experience Indoor Cycling just got more personal – now Myride® Home is bringing the tour to you.

BEST FOR FITNESS.

Myride® Home provides the motivation, encouragement and critically the professional coaching required to achieve your fitness goals. Whichever Indoor Cycle you ride having a Myride® Home upfront and centre will push you to ride harder and get fitter faster.

A BRILLIANT DISPLAY RIGHT IN FRONT OF YOUR EYES.

The Myride® Home provides a brilliantly displayed 7" touch screen making access to and viewing your workouts a delight. The swivel mounting system perfectly places the console to allow a wide range of viewing angles without disrupting a rider's hand position.





**FREE YOURSELF.
WITH STEREO
BLUETOOTH®**

The Myride® Home headset integrates wireless music and coaching with unmatched lightweight design. Behind-the-head wearing style, preferred for sports performance and comfort.

THE PROGRAMS TO KEEP YOU MOTIVATED.

The Myride® Home comes with 3 x 20 minute programs to get you started. Start up 'MyRide Studio Workout' and see your trainer on screen for a one-on-one session, choose 'MySportif Outdoor Coaching' and ride real terrain with your 'Audio Coach' to guide you, or select 'MyScape Virtual Active' for a non-coached program where escapism to far-flung places is guaranteed.





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