



SIBEC 2011

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® Plus will improve any facility's return on investment from Indoor Cycling equipment and studio space.

CONSUMER CONFIDENCE.

More than cycling - Myride® Plus 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.

PRODUCT OFFERINGS.

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.

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LIVE COACHING PRODUCTS.



LIVE COACHING

Live Coaching instructor functions incl. Destination on-demand, challenges and expeditions.

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

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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.

Live Coaching instructor functions incl. Destination on-demand, challenges and expeditions.

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

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MYRIDE®+ STUDIOS.

PROJECTION SCREEN



VIDEO WALL





SUPPORTING MATERIALS.

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



USER PACK CONTENTS - VIRTUAL COACHING

OUTER BOX

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



USER PACK - LIVE AND VIRTUAL COMBINED



LAUNCH PACK

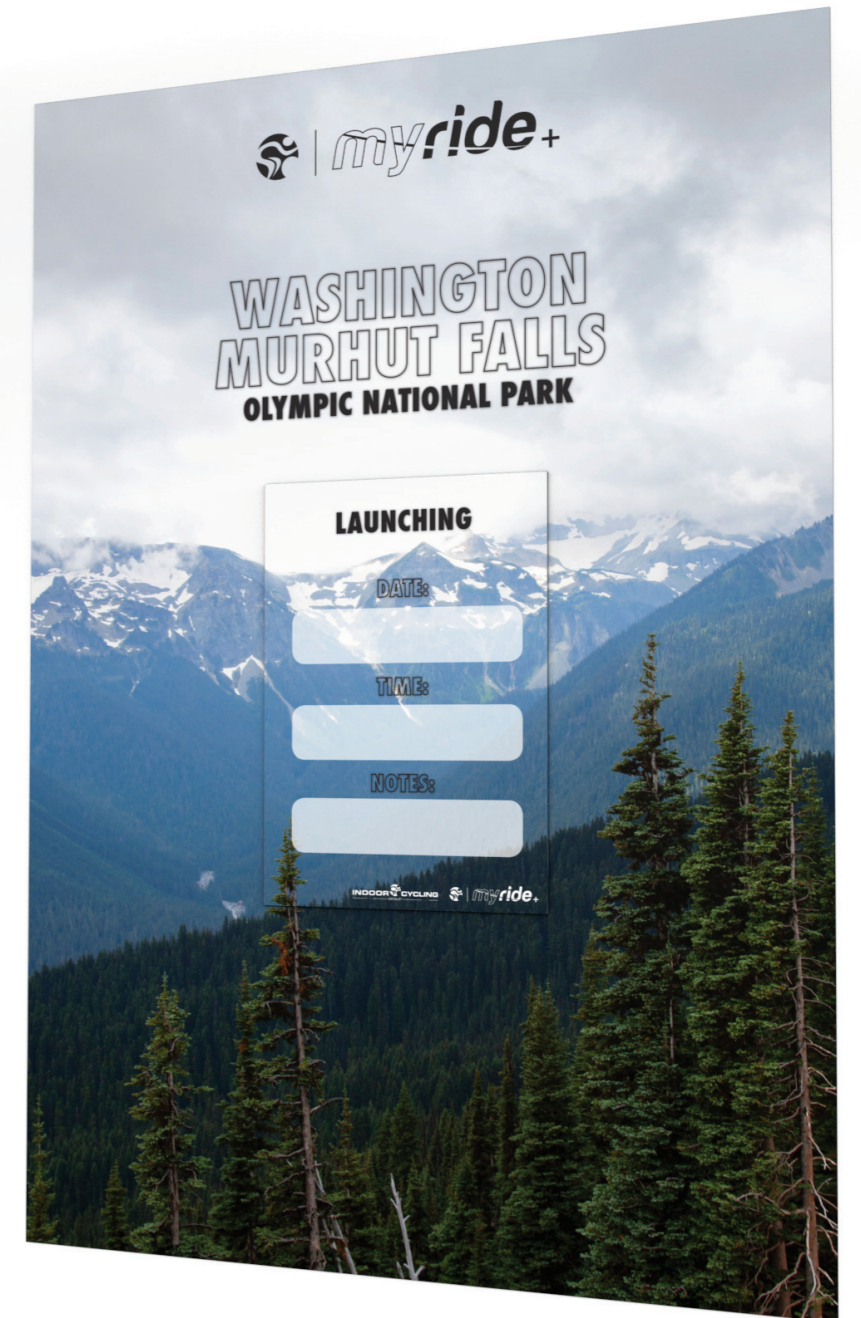
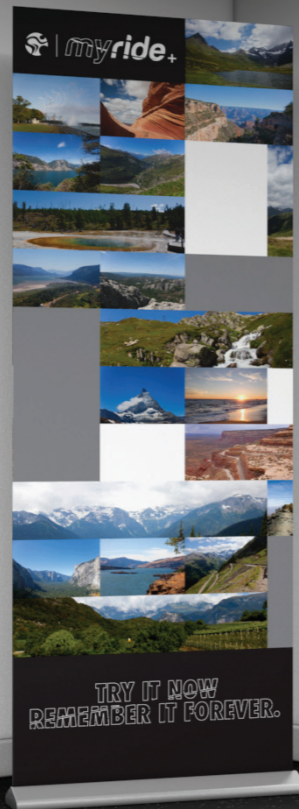
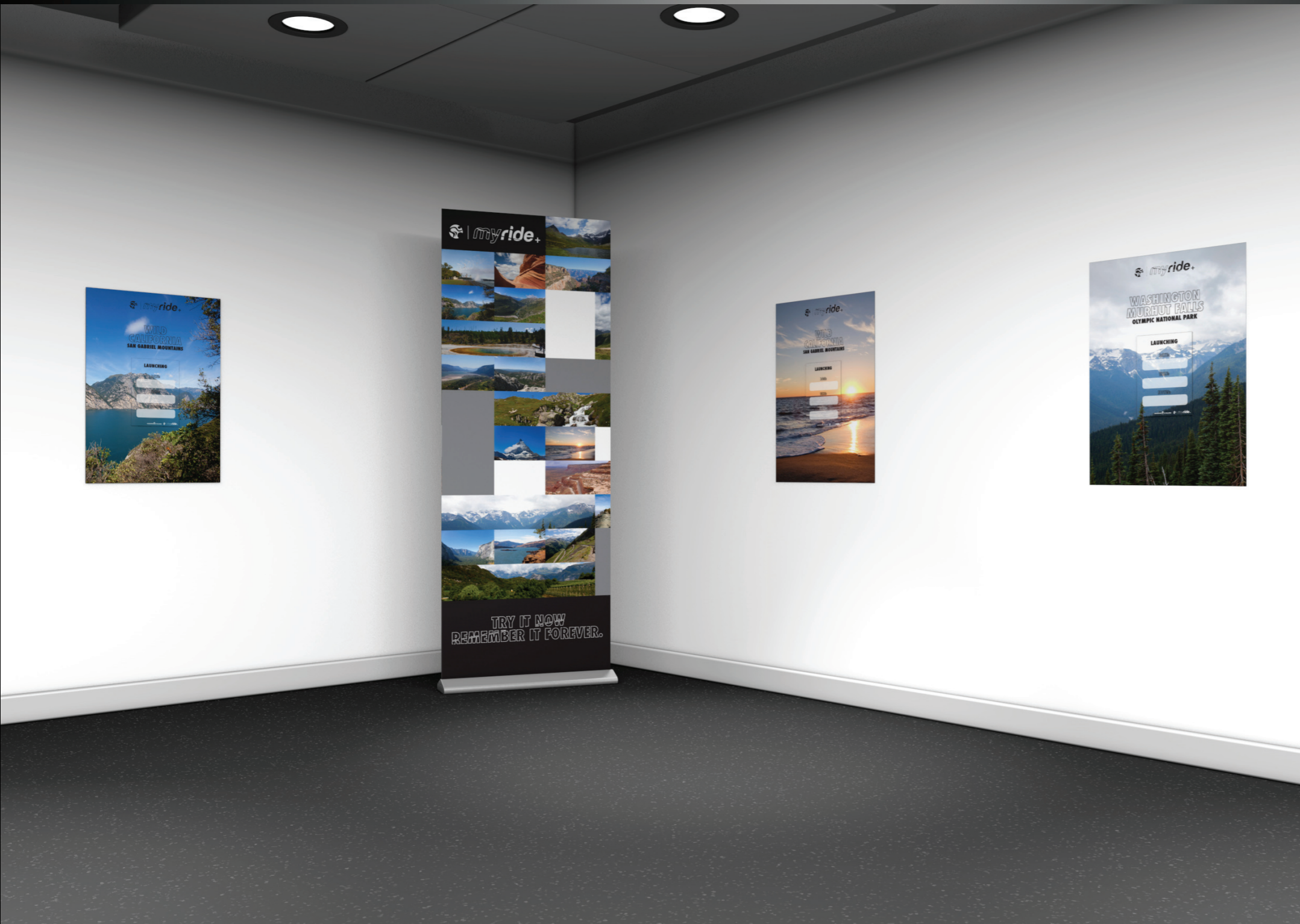
50 X T-SHIRTS (1 X CHALLENGE/EXPEDITION)

1 X LEAFLET

1 X POS DISPLAY



POSTERS & PULLUPS

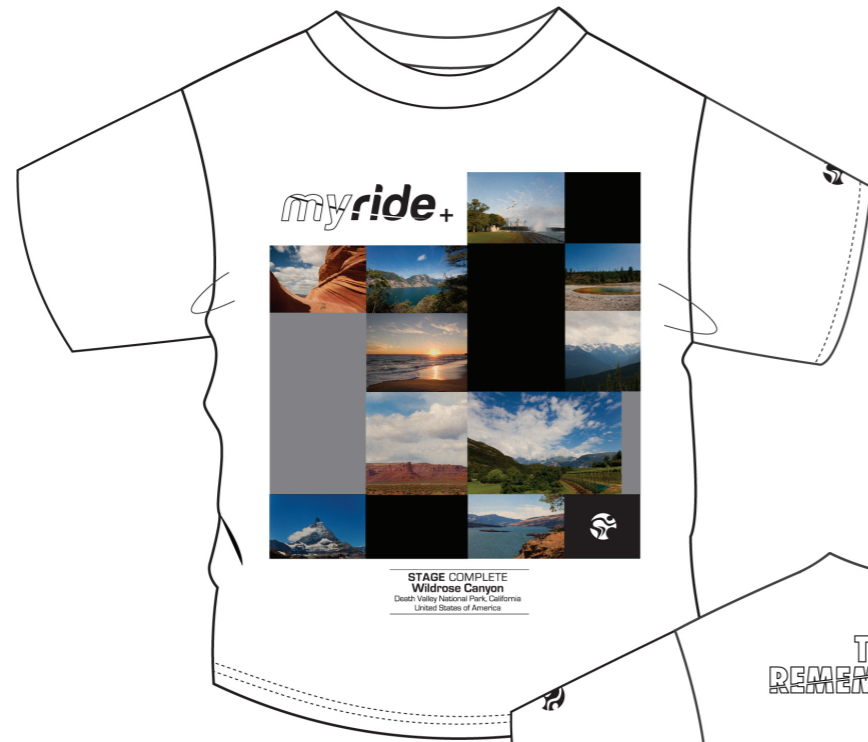


LAUNCH PACK

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**