



 | **myride+**

**RIDE.
EVERYWHERE.
ANYTIME.**





RIDE. EVERYWHERE. ANYTIME.

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.

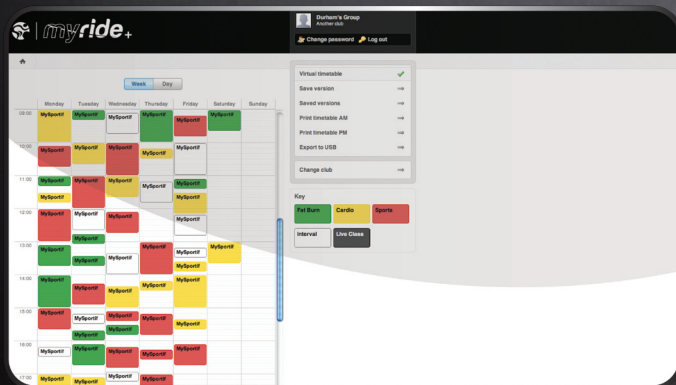
THE POWER OF MYRIDE® NOW UNLEASHED.

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.



FEARLESS!

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

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®.



LIVE COACHING

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

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

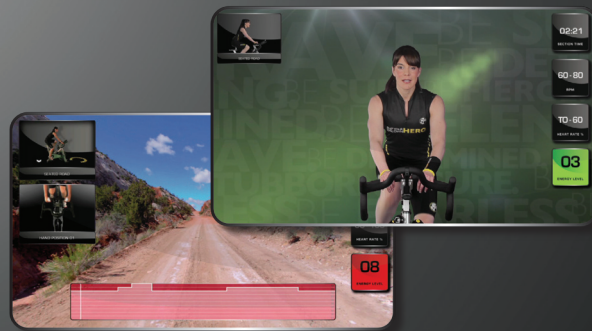
Licensed for Public Performance Rights. Single specified location only.

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

Regular content updates provided by Team ICG®.

-Latest version of Myride system with HDMI and Audio out required to update Myride system to Myride+.

COACHING PACKAGES.



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®.



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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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.





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