



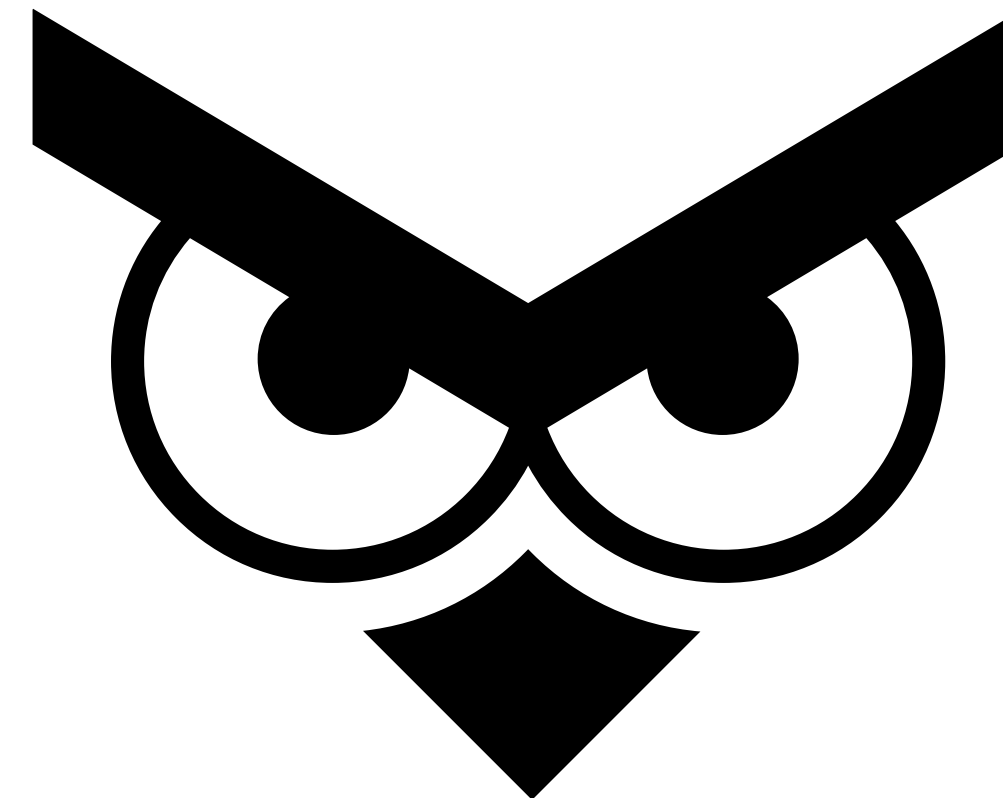
INTELLIGENT  
CYCLING

# WELCOME

**Drive more people through the door  
more often with Intelligent Cycling**

We want to take the indoor cycling experience to new heights in the easiest, most accessible way for you and your members. That's why all you need to get started with our software is a PC!

Our desktop app will allow you to take your members on a ride through virtual worlds, or guide your live training sessions with easy-to-understand visuals while your instructors coach the class. Your members can even access all workouts via their own smartphones and play them in the bike studio in between live classes.



**Indoor cycling should be time efficient, easy, and fun and we think we cracked the code!**  
**We can't wait to show you our solutions.**





# THE JOURNEY

BY INTELLIGENT CYCLING

Let gamification take your club into the future and make boring workouts a thing of the past! THE JOURNEY has something for everybody, from roaming dinosaurs in prehistoric landscapes to beautiful canyons or even outer space.

No matter how many times your members return to THE JOURNEY it's always a new adventure.

Our software generates an entirely new visual experience with every workout, whether it's created by Intelligent Cycling or your instructors.

Immersive  
workout  
experience



# THE PLAYER

## The GPS roadmap for indoor cycling

Let your instructors focus on coaching the class, while THE PLAYER maps out the ride ahead with easy-to-understand visuals.

THE PLAYER supports your instructors and serves as a trusty guide for your members, ensuring them a consistent experience at your club, even when they switch between different instructors and classes.

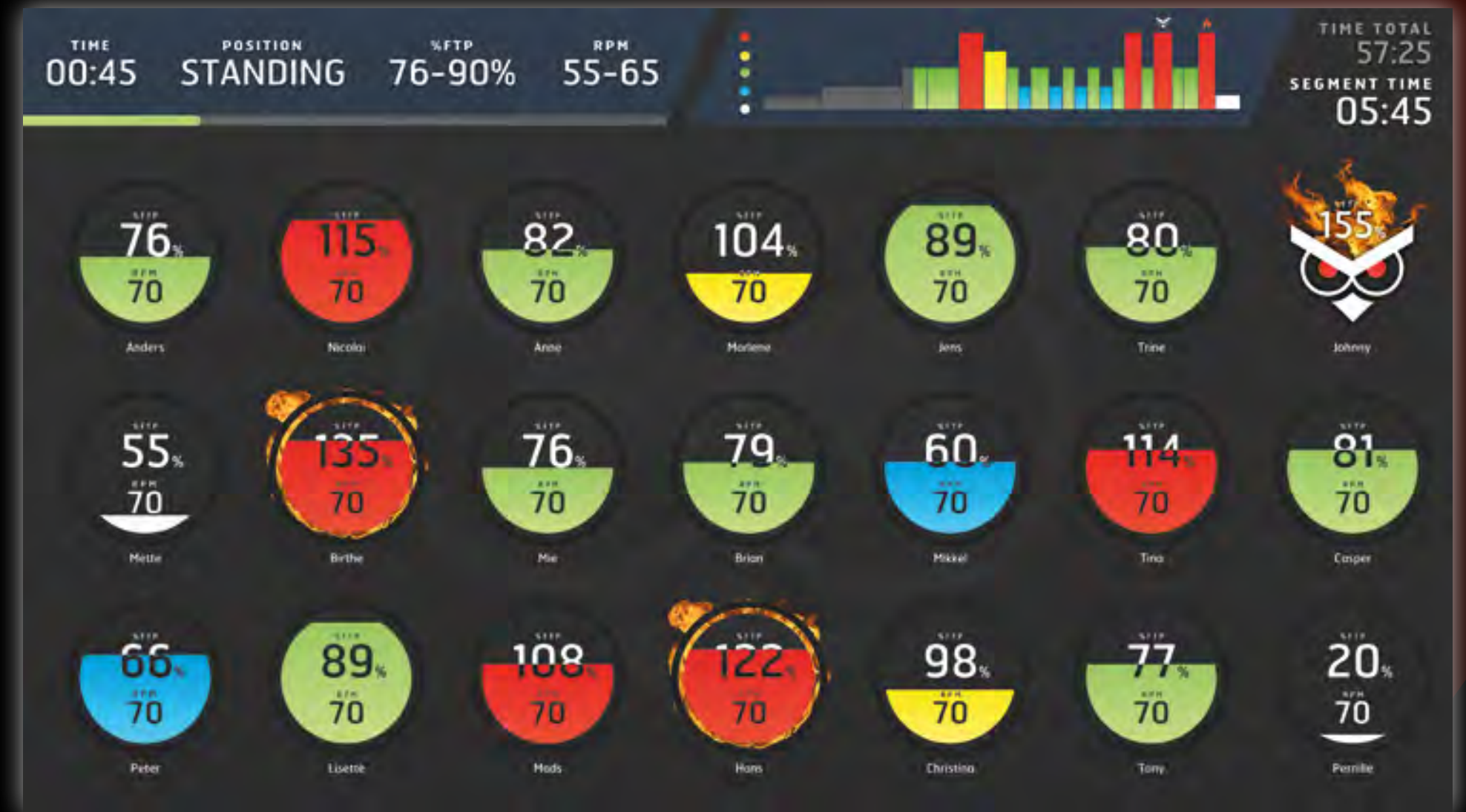




# TEAM PLAYER

Let's ride together

Group displays can be a motivational tool for the member and a great tool for the instructor. With our new TEAM PLAYER, your members connect using only their smartphone, no extra hardware needed!





# LIVE PLAYER

**Streaming live classes has never been easier!**

The bike class of the future is mobile. Our new LIVE PLAYER lets instructors reach club members both in and outside the studio without losing the support of the easy-to-understand visuals from THE PLAYER.

When you use our LIVE PLAYER, we display all essential workout details at the bottom of the instructor's live video feed. This means any rider following along sees the instructor as well as an easy-to-understand map of the ride ahead all at once. All there's left to do is coach!





# VISUALS

## Cycle to the beat

VISUALS makes it easier than ever to cycle to the beat! Help your members forget their exertion as they lose themselves in the music.

Your members won't just feel the beat, they'll see it. The visuals are fully integrated in the software and change color with the intensity to help your members stay in the zone.



# VIRTUAL PLAYER

## Press play on a custom member experience

No instructor? No problem! The Virtual Player helps you fill empty bike seats in between live classes by giving your members easy access to the big screen at your studio and thousands of ready-to-ride workouts, all via smartphone!

When a ticket to ride is displayed on screen, your members can use it to access the desktop app via smartphone. This lets your members play all our workouts on the big screen, even desktop exclusives like THE JOURNEY and our exclusive on-demand classes. When the workout is done a new ticket to ride is automatically generated, just like that!



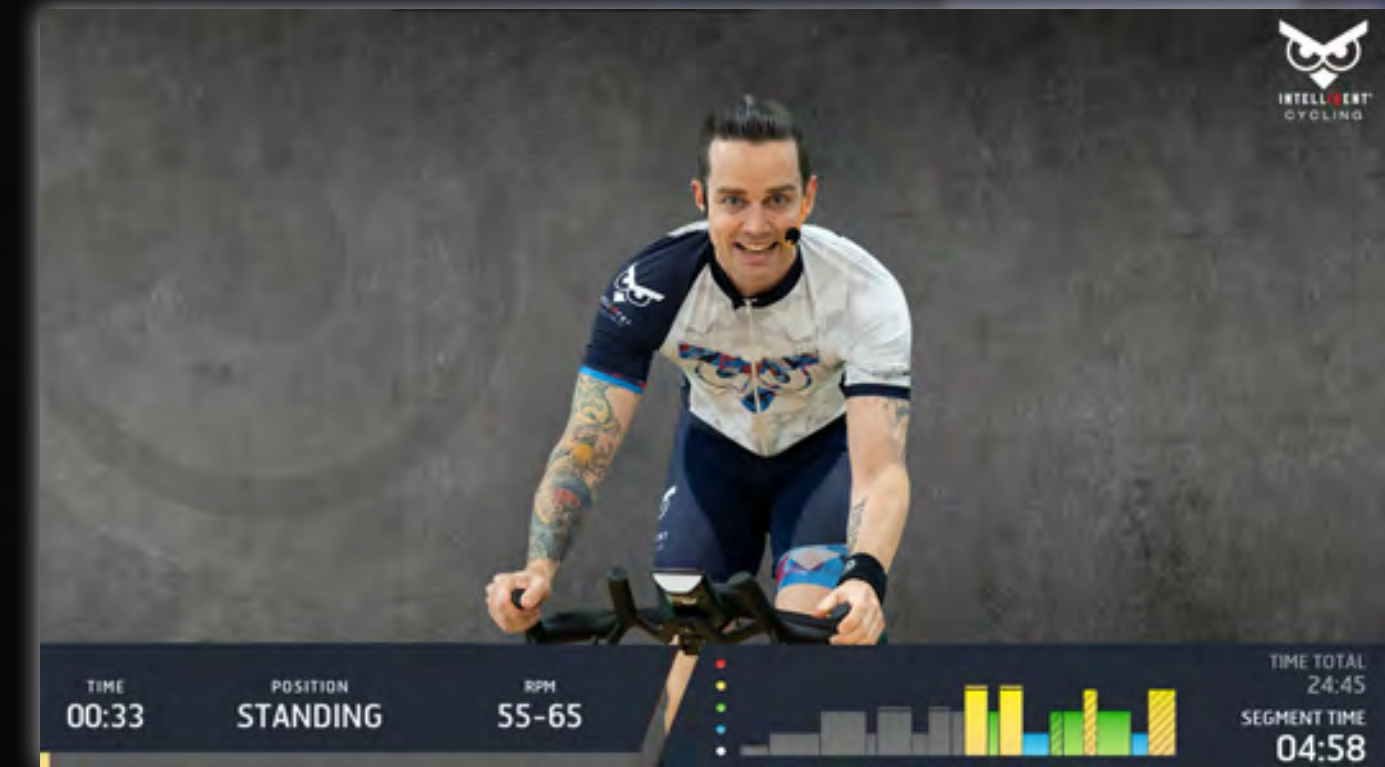


# INTELLIGENT CYCLING ON DEMAND

**Join our instructors for a fun-filled fitness journey!**

When you pick one of our on-demand classes you are in for a fun, motivating ride that gives you results! Our ever-expanding On Demand catalog features both on-camera instructors and voice-guided classes set in the stunning animated worlds of The Journey.

Your members can access our on-demand classes via smartphone using the Virtual Player. Simply input the unique ticket to ride displayed on the big screen at your gym, pick “Browse workouts”, choose “On Demand”, and you’re ready to ride!





# SESSION DESIGNER

Create your own workouts – it's never been easier

Design an indoor cycling session faster than you can pick the music!  
Our SESSION DESIGNER lets your instructors drag and drop their way to a new workout faster than ever.

It's simple, intuitive, and fully customizable.





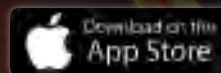
# THE INTELLIGENT CYCLING APP

More than 50,000 workouts ready to ride

The Intelligent Cycling app has more than 50,000 workouts for your members to choose from, including workouts by top indoor cycling brands like Keiser, Schwinn, Wattbike, and BodyBike.

Connect via Bluetooth to make sure you stay in the zone while you work out, and track your training directly in the app with workout history.

With ticket to ride, you can even use the app in class to stay in sync with your instructor's displayed workout or play a workout of your choice on the big screen. The app is available in the App Store and Google Play.



**STRAVA**

**TRAININGPEAKS™**



# WORLD-FIRST TECHNOLOGY

Working together towards a truly intelligent  
indoor cycling experience

We love working with top indoor cycling brands to take the personalized member experience to a whole new level.

In 2020 we released a world-first technology that connects SMART trainers/SMART bikes to our software and allows for ERG mode and resistance control in a group cycling experience. Our software connects to each bike in the class independently and personalizes the resistance to match the fitness level of each rider with ERG mode! It's driven by smartphone technology – no extra hardware needed.





# DMX

## Studio lighting fit for a nightclub!

Update your studio lighting with our DMX software for a unique, immersive, and interactive experience that your members can't miss! The vibrant colors are perfect for high-intensity classes, and the colors change to match the current color zone providing participants with a fun, visual cue whenever the intensity changes.

Our DMX software is an integrated part of the Intelligent Cycling software. All you need is an LED setup and an Art-Net converter, and you are ready to deliver a new immersive, interactive, and motivating experience to your members.



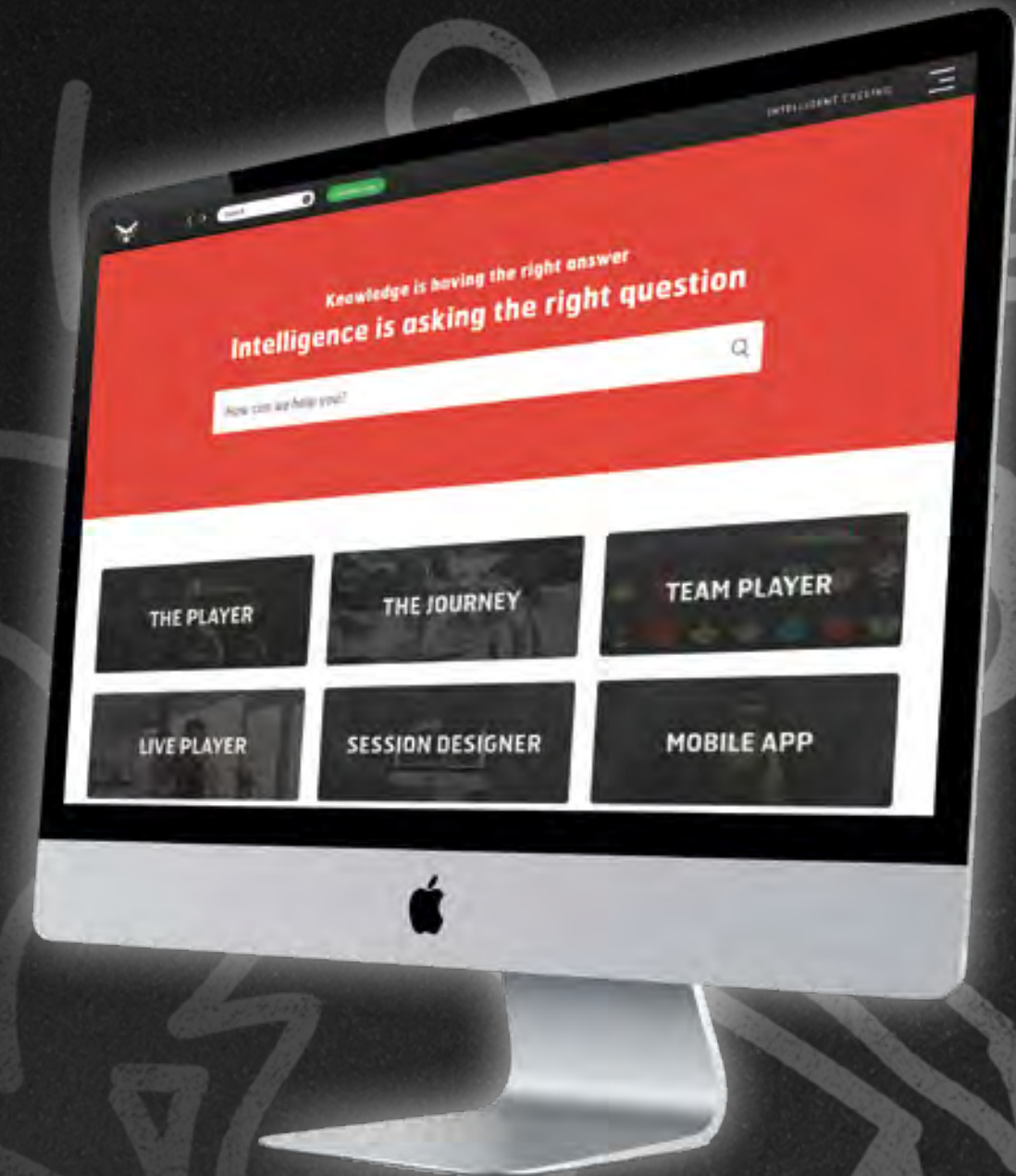


# GOT A QUESTION?

**We're here to help in 11 different languages!**

Find help when you need it using our comprehensive help section featuring almost a hundred easy-to-understand step-by-step guides, as well as instructional videos. Tap "select language" to translate our English help articles to Danish, Dutch, Finnish, French, German, Italian, Japanese, Norwegian, Spanish, or Swedish (and more to come).

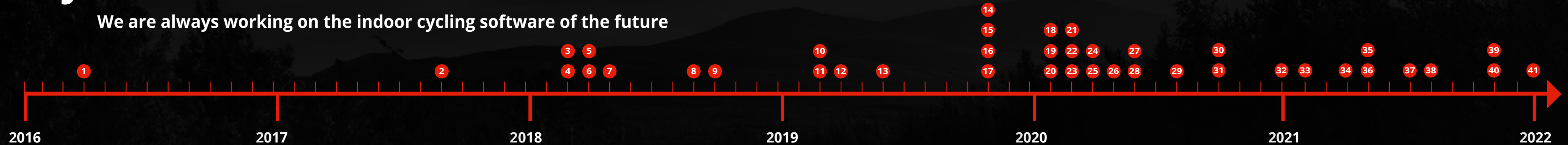
Can't find what you're looking for? Shoot us an email, and we'll get back to you in no time. You can also join us for one of our software onboarding webinars on Facebook and get answers to all your questions in real time, or join our official Facebook community, Intelligent Cycling Zone.





# JOIN THE CYCLING REVOLUTION

We are always working on the indoor cycling software of the future



## 2016

- 1 Intelligent Cycling® is born

## 2017

- 2 Release: Session Designer Version 1.0

## 2018

- 3 Release: THE JOURNEY (immersive and VR experience)
- 4 Release: Session Designer update
- 5 Release: New color zones
- 6 Release: THE PLAYER
- 7 Integration to Wexer Virtual
- 8 Release: "Canyon" and "Future City" world
- 9 Release: World Selector

## 2019

- 10 Release: New desktop app
- 11 Release: "Forest" world
- 12 Release: Mobile app
- 13 Release: "Dinosaur" world
- 14 Release: Session Designer version 2.0
- 15 Release: Mobile App Session Designer
- 16 Release: "Polygon" world
- 17 THE JOURNEY reaches patent pending

## 2020

- 18 Release: "Mineshaft" world
- 19 Integration to Fitness On Demand
- 20 Release: World-first technology – ERG mode connectivity

- 21 Release: Bluetooth connectivity in the Intelligent Cycling app
- 22 Release: Free immersive rides
- 23 Release: Ticket to ride
- 24 Release: TEAM PLAYER
- 25 Release: Top Brands
- 26 Release: Ambassador Camps
- 27 Release: LIVE PLAYER
- 28 Integration to ClassPass
- 29 Integration to KRU Active
- 30 Release: "Winter Wonderland"
- 31 Release: Help Center
- 32 2020 in review: 257% increase in new users, 82% increase in new workouts, 191% increase in workouts played

## 2021

- 33 Release: DMX
- 34 Release: Intelligent Cycling On Demand
- 35 Release: "EXOPLANET"
- 36 Release: Virtual Player
- 37 Launch: Webinar series (software onboarding)
- 38 Release: Workout summary & history
- 39 Launch: Intelligent Cycling Zone (Facebook community)
- 40 Release: "TRAVELLER", aerial mode, and road curvature
- 41 2021 in review: 156% increase in new users, 120% increase in new workouts, and 197% increase in workouts played.



**Intelligent Cycling® is the world's fastest growing platform for indoor group cycling. We work with major top brands in the fitness industry to deliver content to their followers.**

#### **OUR PARTNERS**

- ✓ *Fitbox Virtual*
- ✓ *ClassPass*
- ✓ *Fitness On Demand*
- ✓ *Wexer Virtual*
- ✓ *KRU Active*
- ✓ *Electro Waves*
- ✓ *Wattbike*
- ✓ *Schwinn Indoor Cycling*
- ✓ *Keiser*
- ✓ *Body Bike*

#### **OUR GLOBAL REACH IN NUMBERS**

- *80,000+ users*
- *24,000+ instructors*
- *2,000+ clubs with access to Intelligent Cycling®*
- *Weekly reach: 500,000 to 1,000,000 members (proof of concept)*
- *Retention (B2B license) at 99% (proof of business)*
- *176 countries*







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