



The Wellness Company

# With Technogym Bike you can choose your favourite indoor-cycling class streamed from fitness studios around the world

*Technogym's latest innovation allowing you to experience at home, at the gym or at a hotel, live or on demand, fitness classes with your favourite trainers*

TECHNOGYM BIKE is the first product integrated in the TECHNOGYM LIVE platform, that offers you at home, at a hotel, at the club or at work, live or on demand indoor cycling classes run by the most sought-after fitness trainers from fitness studios in different cities around the world.

**From the TECHNOGYM BIKE console, you can choose your favourite channel** – based on trainer, music and duration – **and join live classes or select the ones available from the comprehensive on-demand library.** The different channels offer you training sessions from different studios in different languages and cultures: from **London** with 1Rebel, from **Milan** with Revolution by Virgin Active, and other fitness studios in Europe, United States and Asia will be available in the future.

The **TECHNOGYM LIVE** platform has been developed starting from the “Wellness on the go” strategy that led to the development of a seamless and integrated ecosystem made of smart equipment, mywellness cloud and apps. The Technogym Ecosystem is today active in 15,000 fitness and wellness centres across the world and provides millions of people a personalized training experience anytime, anywhere: at the gym, at home, at work and in the free time.

**TECHNOGYM LIVE represents a great opportunity for fitness operators** that will be able to use it as an Offline to Online platform, to distribute the training contents and classes produced in their facility to their members, both at home and at club, on board TECHNOGYM's connected smart equipment.

**Nerio Alessandri, Technogym's Founder and CEO, commented:**

“Technogym LIVE represents a key milestone of growth and 4.0 innovation in the industry; Over the last 35 years, innovation has been a key priority for TECHNOGYM to make fitness and wellness grow, to create unique and irresistible experiences for the end users and to guarantee value to operators in a strategic partnership perspective. Thanks to its Apple-like model, TECHNOGYM continues to be the only company to have an ecosystem, made up of innovative technology, Italian design, engaging services and content. The TECHNOGYM digital Ecosystem, already used by over 10 million people in the world allows, on the one hand, operators to evolve their business model and to be different and better and, on the



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other hand, it allows the end user to live unique experiences for different passions, in fitness, sport, and health-related needs.

## **TECHNOGYM BIKE**

Technogym Bike is a highly professional product, the result of Technogym's thirty-year experience in the industry - today present in 80,000 fitness centers in over 100 countries. Biomechanics is developed by Technogym's Research Center that has been collaborating with the best universities and sports champions around the world for many years. TECHNOGYM BIKE offers users scientific tracking of their power output (watts) and unrivalled user-friendliness thanks to a patent-pending on-the-fly system that enables four-way adjustments with one simple touch. The flywheel resistance system is equipped with the strongest type of permanent magnets, the neodymium, to assure the smoothest and most consistent ride. Intuitive graphics and tactile clicks every 45° make adjustments, between the 20 resistance levels, incredibly easy and accurate.

**TECHNOGYM BIKE will be available from November 1<sup>st</sup> in Italy and from November 4<sup>th</sup> in the UK**

### **About Technogym**

*Founded in 1983, Technogym is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud-based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 80,000 Wellness centers and 300,000 private homes in the world are equipped with Technogym. Technogym was the official supplier for the last seven editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016 and PyeongChang 2018*



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