

NEW

EXCITE[®] UNITY[™]

ENGAGE LIKE NEVER BEFORE

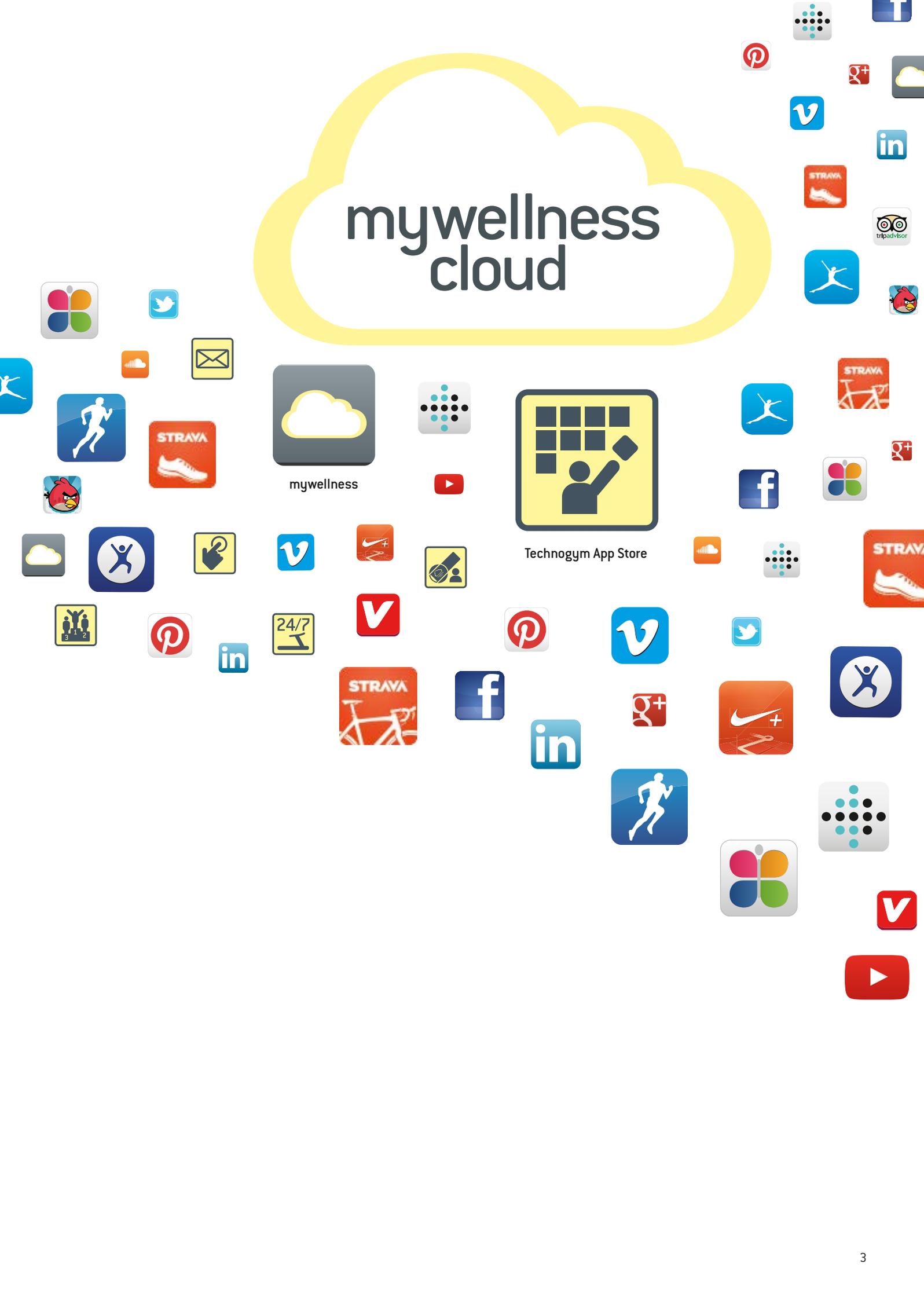


Engage like never before.

Discover how the new Excite® Unity™ cardio line can help you design exciting and personalized training experiences for your end-users.



mywellness cloud



Manage end-user activities inside and outside the gym.

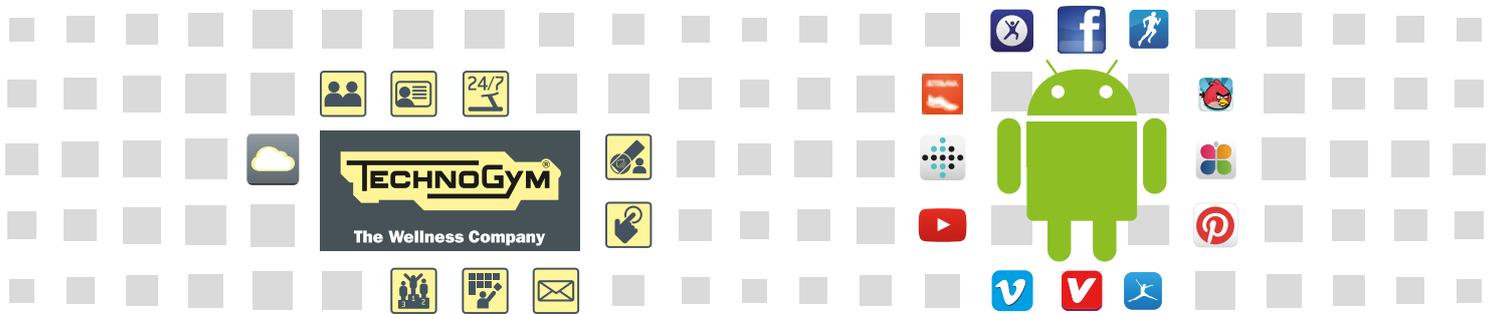
Stay in touch with your users in the gym, at home and on the move to improve their motivation and retention.



UNITY™



UNITY™ is the first Android-based cardio platform in the market that enables gym users and operators to stay mutually connected via the mywellness® cloud. Users can always access their own personalized programs and content wherever they are, while operators can use connectivity to get to know their customers better and create tailor-made experiences.



mywellness®
cloud



IN THE GYM / UNITY™



ON THE GO / MOBILE



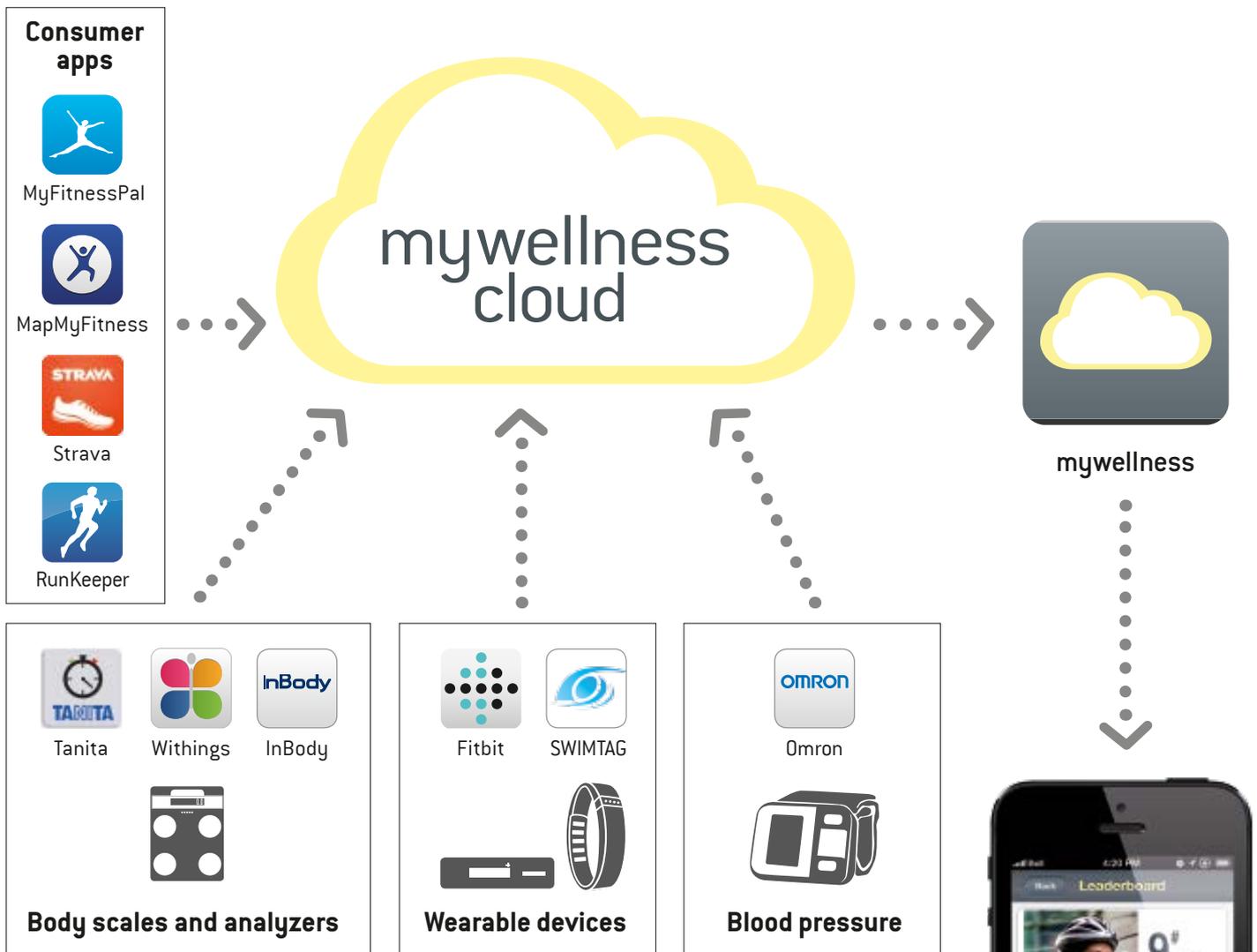
AT HOME / PC-SMART TV

MYWELLNESS® CLOUD

The mywellness® cloud is the first ever cloud computing technology in the fitness industry which delivers a complete set of apps created by Technogym® to help you run your business, from client profiling to program prescription and user engagement. And thanks to the integration with popular apps, you can make the training more comprehensive and stimulating.

The Wellness Experience everywhere, every day.

Grow your business by managing your end-users' lifestyle, wherever they are.



MYWELLNESS® APP

Developed as a free app for Android and Apple devices, the mywellness® app enables your users to access their fitness data, view their training program, exercise details and videos, take part in challenges and follow their ranking. The integration of the mywellness® cloud platform app with popular GPS mobile apps and health devices allows for automatic tracking of all indoor and outdoor training data and biometric parameters. All information can be accessed via mywellness® account or mywellness® app.



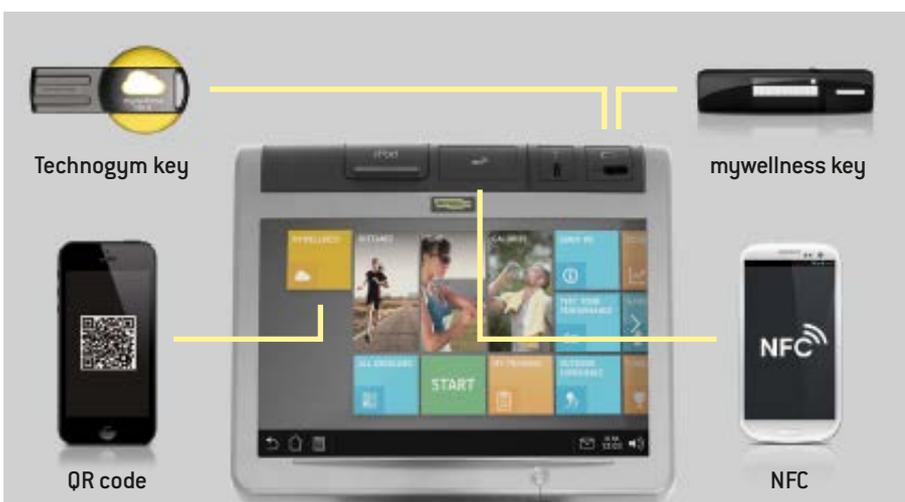
Create compelling user experiences.

Offer a totally engaging personal experience, both in terms of training and entertainment.



TABLET-LIKE NAVIGATION

UNITY™ uses a technology your users are familiar with, so they can interact with the cardio screen as if it were their own tablet, and swipe, scroll and click through the content. As a result, moving from one activity to another is simple and intuitive.

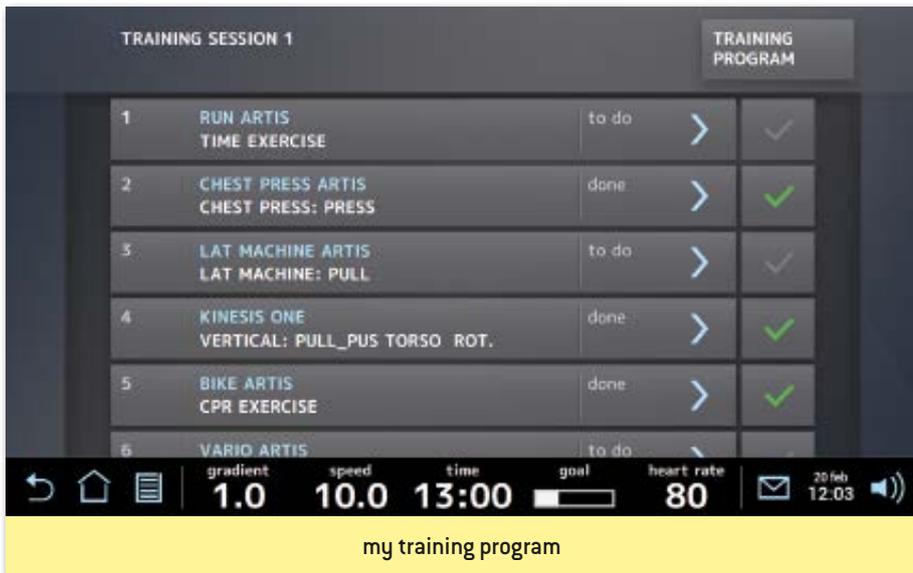


LOG IN AS YOU LIKE

Your users can log in to the cardio equipment via QR code, NFC technology, the mywellness key or Technogym key. Signing in will allow them to directly access their Facebook and mywellness account as well as their favorite settings.

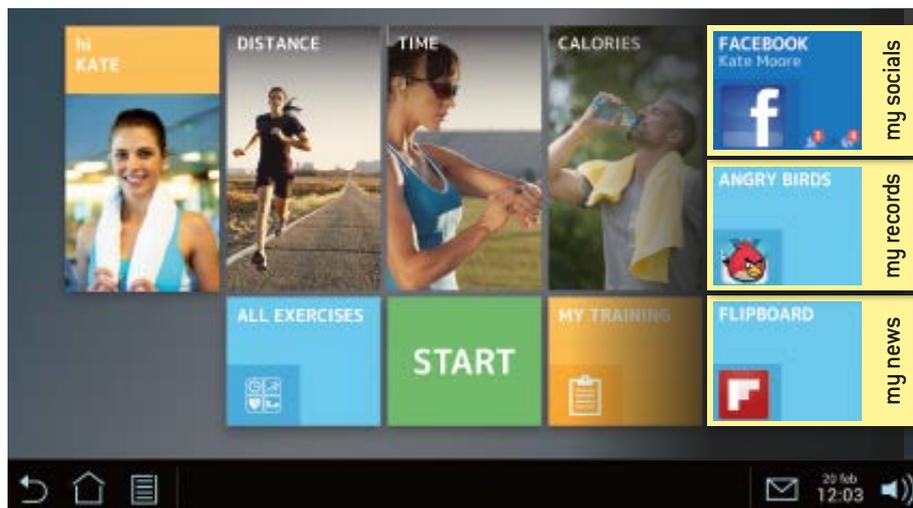
USER ID

PATENT PENDING



PERSONALIZE YOUR CONTENT

Your users can tailor their workout experience by setting up a personal profile that automatically links to their training programs, their favorite apps, websites and TV channels when they log in.



UNITY™ REMEMBERS YOU

All content stays logged in from one workout to the next with no need to enter the ID or password each time, reset gaming level or training preferences.

USER CONTENT SYNC

PATENT PENDING

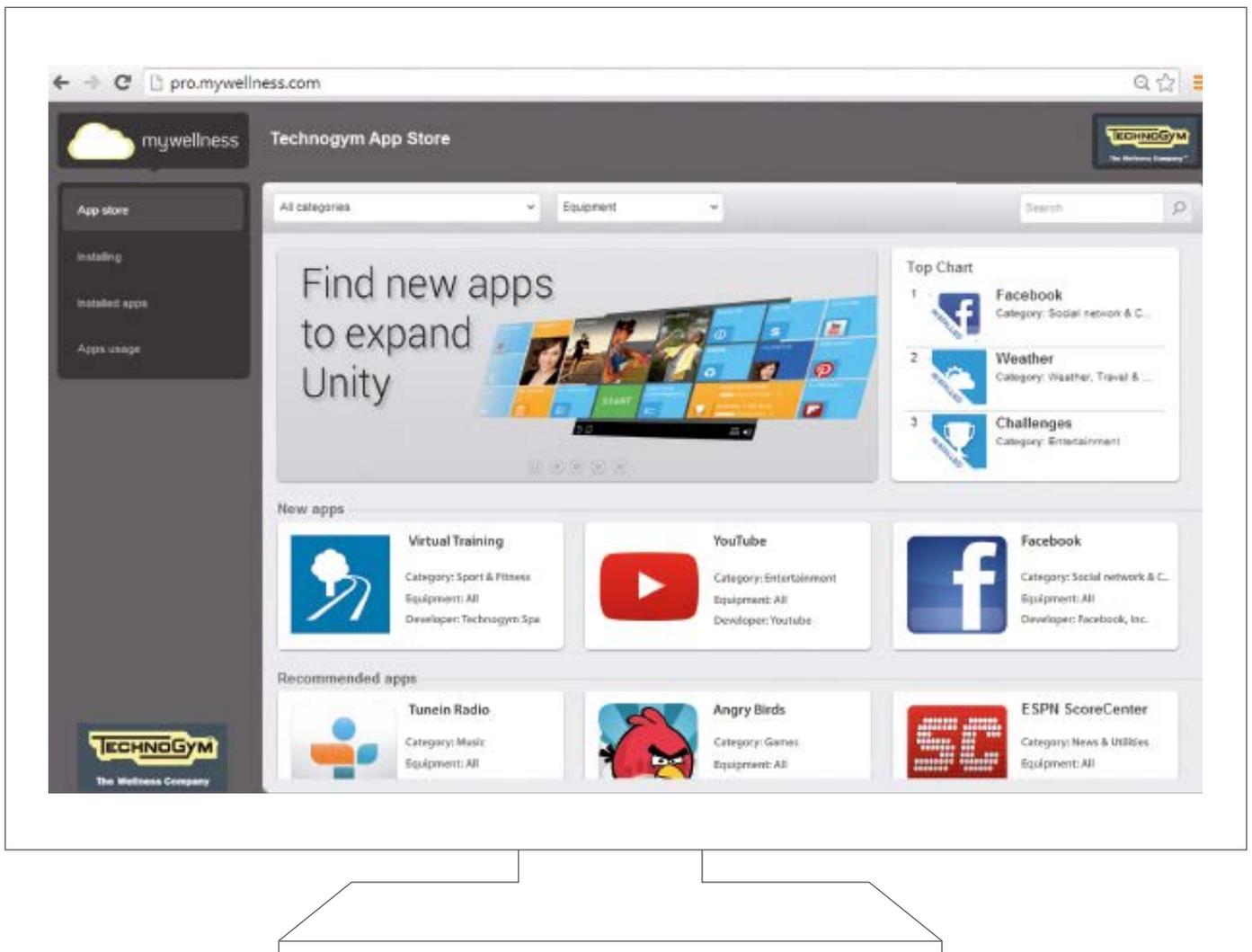


VIRTUAL TRAINING

Thanks to Virtual Training your users can choose an outdoor training scenario where to train and enjoy a stimulating sensory experience. In addition, users can also actively improve their performance with pre-programmed workouts, instructional videos and interval programs.

Differentiate your offer and facility.

Select dedicated apps from the Technogym App Store to create truly customized offers.



Technogym
App Store

BOOST ATTRACTION AND RETENTION

The Technogym® App Store contains apps created by Android Developers and certified by Technogym®. You can choose different apps to create your unique EXCITE® UNITY™ interface and customize user experience using different offers.



STANDARD OFFER

Browse the Technogym® App Store library and choose the apps you want to make instantly available on UNITY™ for everyone to use.

Facility customized features and apps



PREMIUM OFFER

As well as standard apps, you can add other apps to differentiate your offer and make it more appealing to specific users.

Grow your business efficiency and profitability.

Personalize your users' experience and stay in touch with them.

MYWELLNESS START PACK

included when you purchase EXCITE® UNITY™



1. FACILITY ACCOUNT



2. MYWELLNESS® APP & MYWELLNESS.COM



3. TECHNOGYM APP STORE

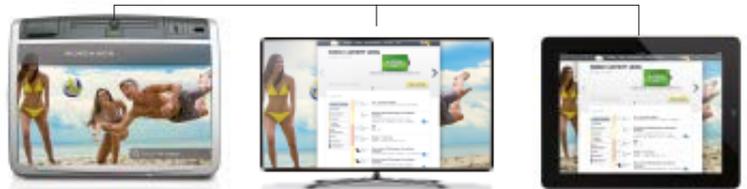
1. CUSTOMIZE THE USER EXPERIENCE

Use your **facility account** on pro.mywellness.com to customize all your touchpoints:

- UNITY™ screensaver
- user PC and tablet website background
- user share on Facebook link
- user bookmarks



pro.mywellness.com for operators



UNITY™ and mywellness.com for end-users

2. DELIVER WELLNESS EVERYWHERE

The **mywellness app** enables your users to access their fitness data, view their training program, exercise details and videos and share the information with you via smartphone.

The web portal **mywellness.com** enables your users to create and access their account, check their fitness data and their training program, view exercise details and videos via web.



mywellness



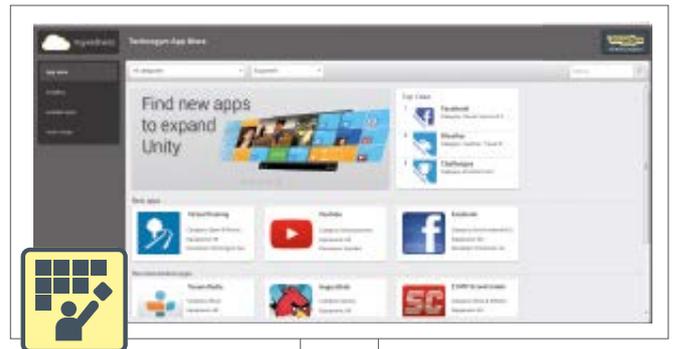
mywellness.com

3. SELECT READY-MADE APPS AND DEVELOP NEW ONES

As well as giving you a choice of ready-made apps, **Technogym® App Store** allows you also to create specific applications for your business needs to improve retention through a unique end-user training experience.

You can create the apps yourself or with the help of a developer at developer.technogym.com and Technogym® will publish them in its store just for your facility.

Learn more about Technogym Developer Center at: developer.technogym.com



Technogym App Store

TECHNOGYM
The Wellness Company

DEVELOPER CENTER

UNITY™ takes technology to a new level

We have taken Android 4 (api level 15) and customized it to work perfectly on a public, multi-tasking environment. Using the Unity SDK makes it easy for developers to create revolutionary apps for fitness equipment.

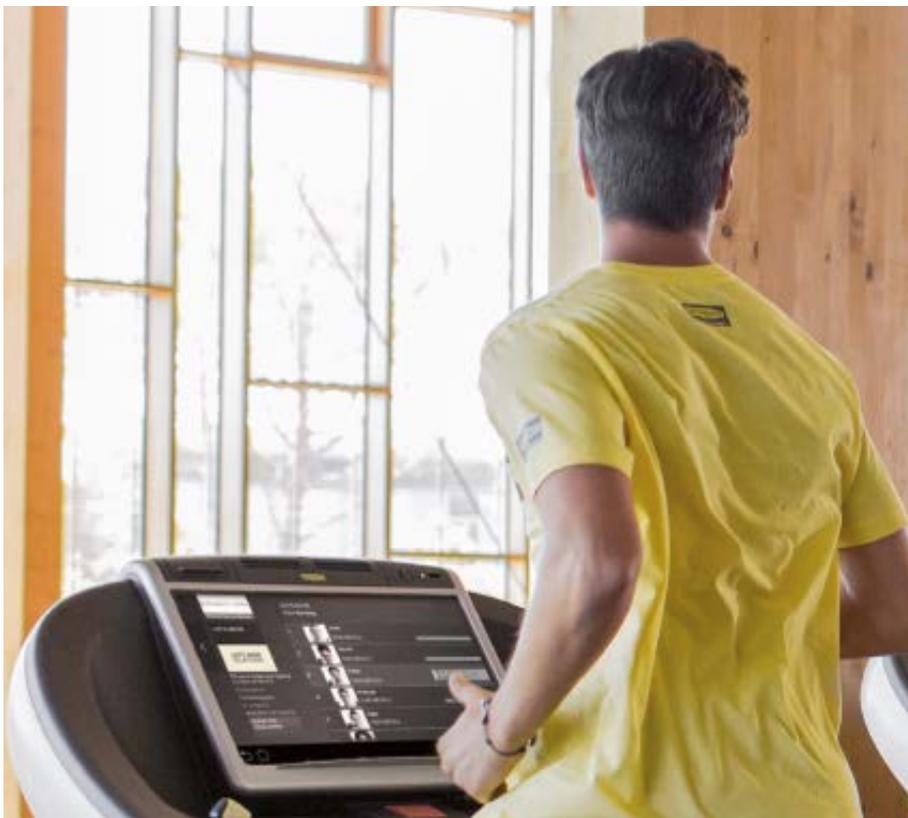
LEARN MORE

mywellness cloud API

UNITY™ SDK

Increase loyalty and motivation.

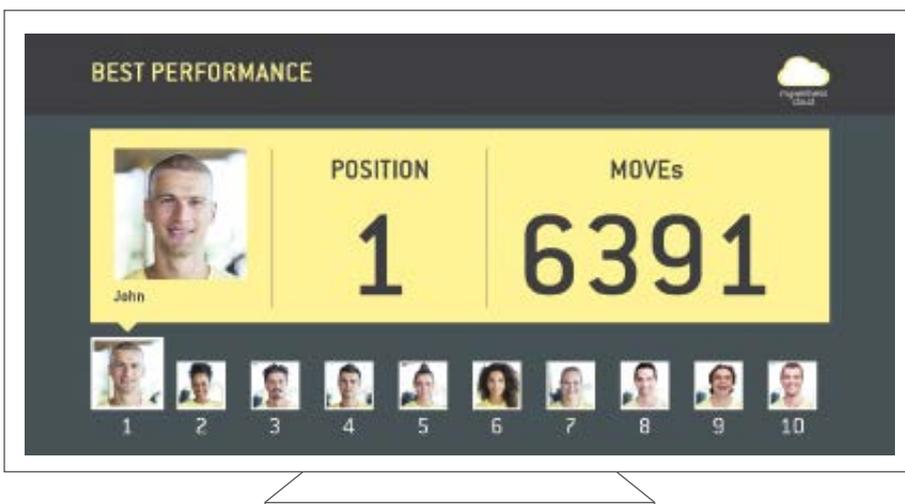
Keep your users motivated and constantly involved in challenges, gym life and activities.

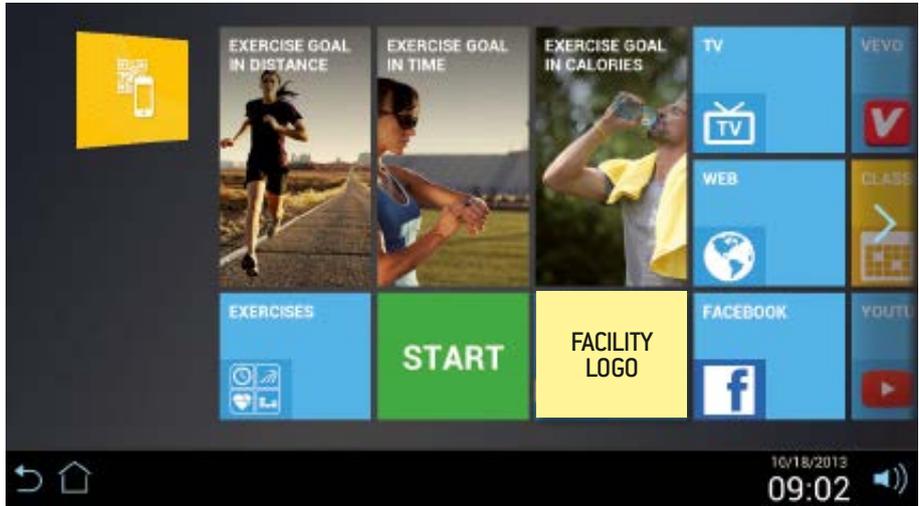


Challenge

INTERACTIVE ENGAGEMENT

Strengthen your users' attachment to your facility by creating challenges, assigning prizes and sharing real-time activity leaderboards and communications.

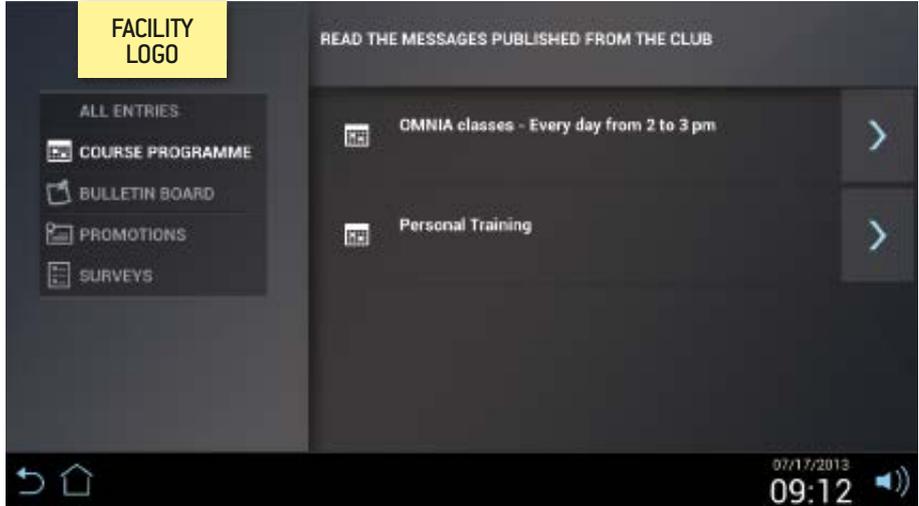




Communicator

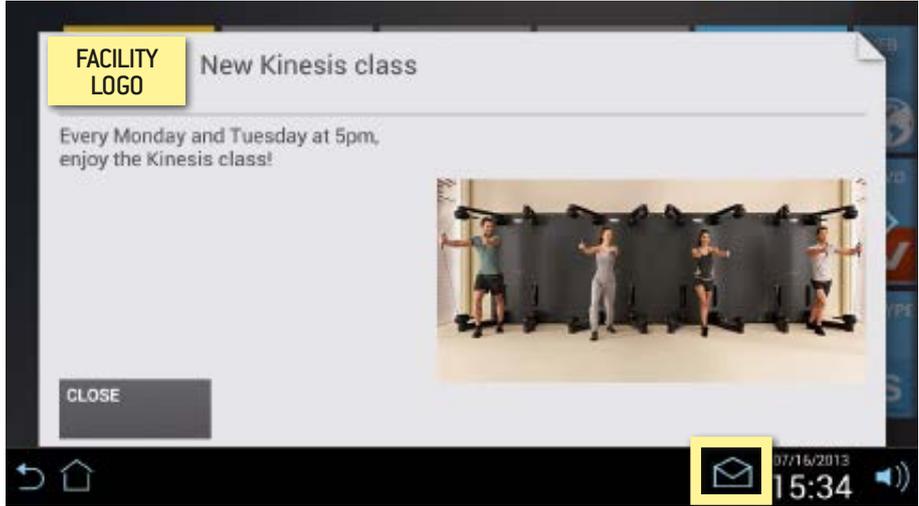
PUSH YOUR OFFER

Transform all your equipment into a marketing tool with the Communicator App and stay in touch with your users without the need for notice boards or paper.



GYM LIFE AND ACTIVITIES

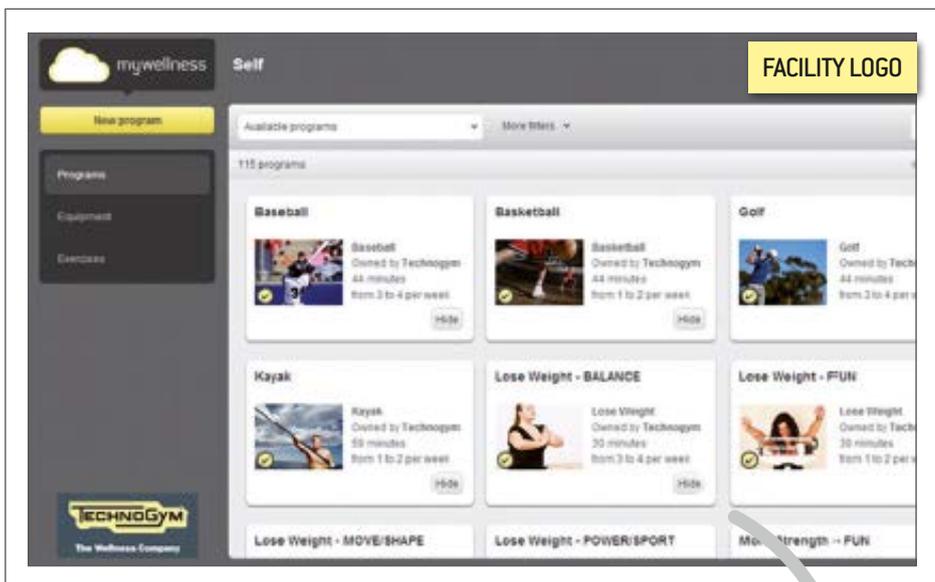
You can advertise your activities directly on UNITY™, gather feedback and opinions and promote services, promotions and co-marketing activities.



Optimize program assignment

Whatever the needs of your facility, we offer a range of professional apps to make your work more effective.

Learn more on Technogym Professional apps at technogym.com/mywellnesscloud



Self

PROGRAMS YOUR USERS CAN CREATE IN JUST A FEW CLICKS

With the Self app you can create your own selected library choosing from over 2,000 exercises, and allow your clients to quickly create tailored training programs from the Visioself kiosk.



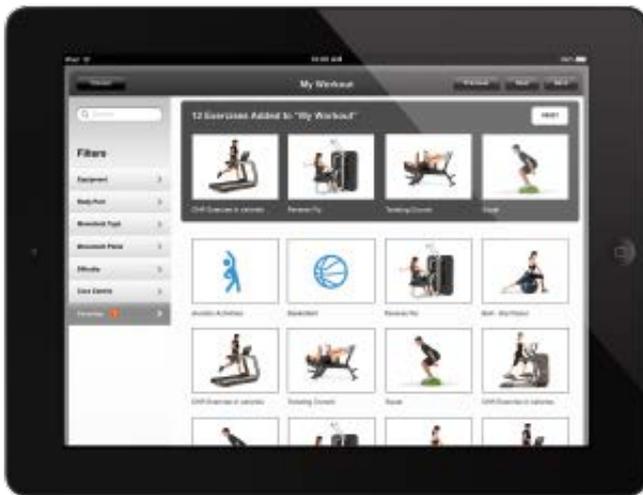
Once created, the program can be viewed, checked and monitored from all personal devices and UNITY™, and performed on all Technogym® equipment.



Prescribe

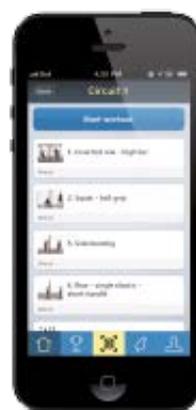
IMPROVE YOUR STAFF'S EFFICIENCY

Thanks to the iPad app, your staff can use the Prescribe app directly on the move, without having to sit down in front of the computer. Highly convenient for trainers, Prescribe allows them to retrieve all the information about their clients in an instant.



TRAINER PERSONALIZED PROGRAM ASSIGNMENT

The Prescribe app gives you the possibility to access a library of 2,000 training programs and over 5,000 exercises and to upload new videos of programs and exercises made by you to assign truly personalized workouts in just a few clicks.



MAKE WORKOUTS EASY TO MANAGE

Once created, the program can be checked and managed from all personal devices and UNITY™, and performed on all Technogym® equipment.

The world's widest cardio range

Meet your customers' need for variety and functionality with the Technogym® comprehensive cardio range.



RUN NOW



JOG NOW



STEP



SYNCHRO



CROSSOVER



VARIO



BIKE



RECLINE



TOP

The equipment features CHR/CPR™ and is available in two finishes (Trend & Class) and five color combinations (Bike, Recline and Top) to be perfectly coordinated with your interior design, increasing its originality and appeal.

Learn more on Excite technical features at technogym.com

TREND VERSION

AN. Anthracite Frame +
R. Grey Guard



CLASS VERSION

AL. Silver Frame +
G. Flint Grey Guard



Run Now



reddot design award
honourable mention 2010

Run Now is the state-of-the-art in treadmill technology, design and entertainment featuring the natural sensation of running on a cushioned surface.

MODEL VERSION

900 / 700 / 500

PRODUCT PLUSES

Natural running

The Long Life Deck is designed to ensure balance between shock absorption and energy return with each step, minimizing the risk of injury and ensuring a natural running feel.

Ergonomic adjustment

Speed/incline adjustment using Fast Track Control, without having to touch with the display, ensures the exercising posture is always correct. The position of the display offers an enhanced viewing experience to users of all sizes and maintains correct posture.

Complete safety

The Runner Detection System automatically stops the equipment if user presence is not detected. The InMotion Safety System warns the user if the deck is moving.

Up to 40% less energy consumption

Run Now uses up to 40% less energy to deliver the same performance of the previous versions*, helping you significantly reduce both your costs and your carbon footprint.

* EXCITE® Run 2003-2009



Jog Now

Jog Now brings you a unique combination of safety and accessibility, entertainment and instruction. Jog Now promises versatility, usability and reliability for commercial use.

MODEL VERSION

700 / 500

PRODUCT PLUSES

Safe and natural running

Being close to the ground, the running surface provides easy access. The Long Life Deck absorbs the impact of the foot on the belt and puts a spring in the step, minimizing the risk of trauma.

Maximum usability

Text labels and buttons on the controls which are 30% bigger, high contrast graphics and simplified use of colors make it easy to read data and control the equipment.

Complete safety

Runner Detection System automatically stops the treadmill when user presence is not detected. The InMotion Safety System warns the user if the deck is moving.

Ergonomic display

The optimized position offers an enhanced viewing experience to users of all sizes while maintaining correct posture.



Vario

With its unique and innovative movement pattern, Vario offers its users infinite exercise variety.

MODEL VERSION

700 / 500

PRODUCT PLUSES

Adaptive movement

The fluid, natural movement, combined with an ample stride length from 0 to 83 cm, allows users to run in a new, exciting and efficient way.

Maximum effectiveness

Thanks to biomechanical studies on posture and movement trajectories, the perceived effort is less, while calorie expenditure is higher than any other in its category.

Ease of use

The reduced height of the pedals off the ground and lateral hand supports make Vario easy and safe to use, even for beginners. Getting started on Vario is extremely easy with the Self Starting System (patented).

Total body training

Vario provides a total body workout that combines upper body engagement with lower body capabilities. Alternatively, a great lower body-only experience is available by holding onto the central handle bars or the lateral supports.



Step Movement



Elliptical Movement



Vario Movement



Crossover

Crossover (patented) takes full body workouts to new heights of effectiveness and enjoyment, for a peak performance at every user level.

MODEL VERSION

700 / 500

PRODUCT PLUSES

A unique workout

The combination of movements creates an effective total body workout that involves muscles that are not usually engaged during cardio workout.

Fun and easy movement

Crossover guides your movement allowing you to enjoy an exciting, smooth and fun workout through a lower-impact movement on the knees and joints.

Easy access

With its easy rear access, Fast Track Control and intuitive movement Crossover is an ideal training solution for all users of all levels of conditioning.

Great core training

Crossover requires the center of mass to move, rotate and adapt continuously on three different planes as the moving surface changes position. The result is a core intensive workout that also offers stabilization and coordination benefits.



Synchro

Synchro recreates the movement of the body when walking or running. The natural elliptical, lower-impact movement helps to prevent stress to the joints while providing an extremely effective cardiovascular exercise.

MODEL VERSION

700 / 500

PRODUCT PLUSES

Zero impact movement

The Smooth Motion transmission system makes the movement extremely pleasant and silent.

Varied workouts

The double Hand Sensor system on the levers and on the handles at the sides of the console constantly monitors your heart rate.

Ergonomic adjustments

Fast Track Control allows adjustment of the resistance level directly from the arms without having to reach for the keypad, ensuring the posture is always correct.

Rear-drive trajectory

The rear drive ensures a fluid elliptical trajectory and smooth circular movements.



Step

Quiet, smooth and easy to operate. Its independent footrest movement helps improve both balance and coordination and provides a complete cardiovascular and lower body workout.

MODEL VERSION**700 / 500**

PRODUCT PLUSES**Optimum performance**

The support handles are positioned to maintain correct posture and alignment while exercising.

Constant, fluid motion

The Smooth Motion belt drive minimizes noise and provides a fluid, smooth movement.

Ergonomic adjustment

The Fast Track Control function allows adjustment of the resistance level directly from the support handles. With no need to reach the keypad, you are sure to maintain correct exercising posture.



Bike

Bike replicates the sensation of riding a real road bike. The biomechanics and ergonomic design offer a variety of positions to improve rider comfort and accessibility as well as performance.

MODEL VERSION

700 / 500

PRODUCT PLUSES

Superior ergonomoy & biomechanics

The distance between the feet has been reduced to offer a more realistic cycling experience and to make even the more demanding cyclist feel at one with the equipment.

3 Bikes in 1

Thanks to the new handlebar design, the Bike offers three different training positions to suit everyone's needs: a standard option, a city bike option and a stimulating race position.

Innovative seat

Maximum user comfort has been obtained by introducing new gel inserts in the seat and by moving the seat adjustment regulations to the back of the seat, making it possible to change position of the seat without disturbing the rider.



Recline

Users who seek additional comfort and those with limited mobility will love Recline. It offers an alternative cycling experience for those looking for moderate cardio activity and is particularly suitable for active aging clients.

MODEL VERSION

700 / 500

PRODUCT PLUSES

Total accessibility

Recline offers numerous features that make it the most accessible recumbent bike on the market:

- The wide walk through allows users to comfortably enter and exit the bike.
- The 6.5 cm (2.5") step-over height simplifies access for less mobile or all types of users.
- The central handlebar offers additional support during entry and exit.

Smart pedal features

The wide pedals with adjustable straps provide better stability and support to the less mobile users and the 10 degree pedal incline towards the user makes it really easy to slide the feet inside the pedals from the sitting position.

Constant heart rate from Hand Sensors

Heart rate interactive function can be activated by simply placing the palms on the Hand Sensors. No heart belt is required.



Top

Top provides the best cardiovascular upper body training on the market. By performing upper body rotary training with Top, users increase fitness, improve muscular strength, endurance and the shape of their upper body.

MODEL VERSION

700

PRODUCT PLUSES

Comfort and muscle activation

Telescopic arms and rotating handles guarantee comfort and correct exercising posture and activate different muscle groups separately.

Improved posture and balance

The innovative ergonomic seat corrects postural imbalances, stimulating symmetrical use of torso, back and shoulder muscles.

Safety and effectiveness

The Warm Up function runs a 4 minute exercise routine to prepare upper body muscles and joints before a strength workout or competition.

Versatility

Extremely versatile both in terms of design and functionality, Top is suited for many applications, including sport and rehabilitation, and provides a cardio training solution to wheelchair users.



Led Display

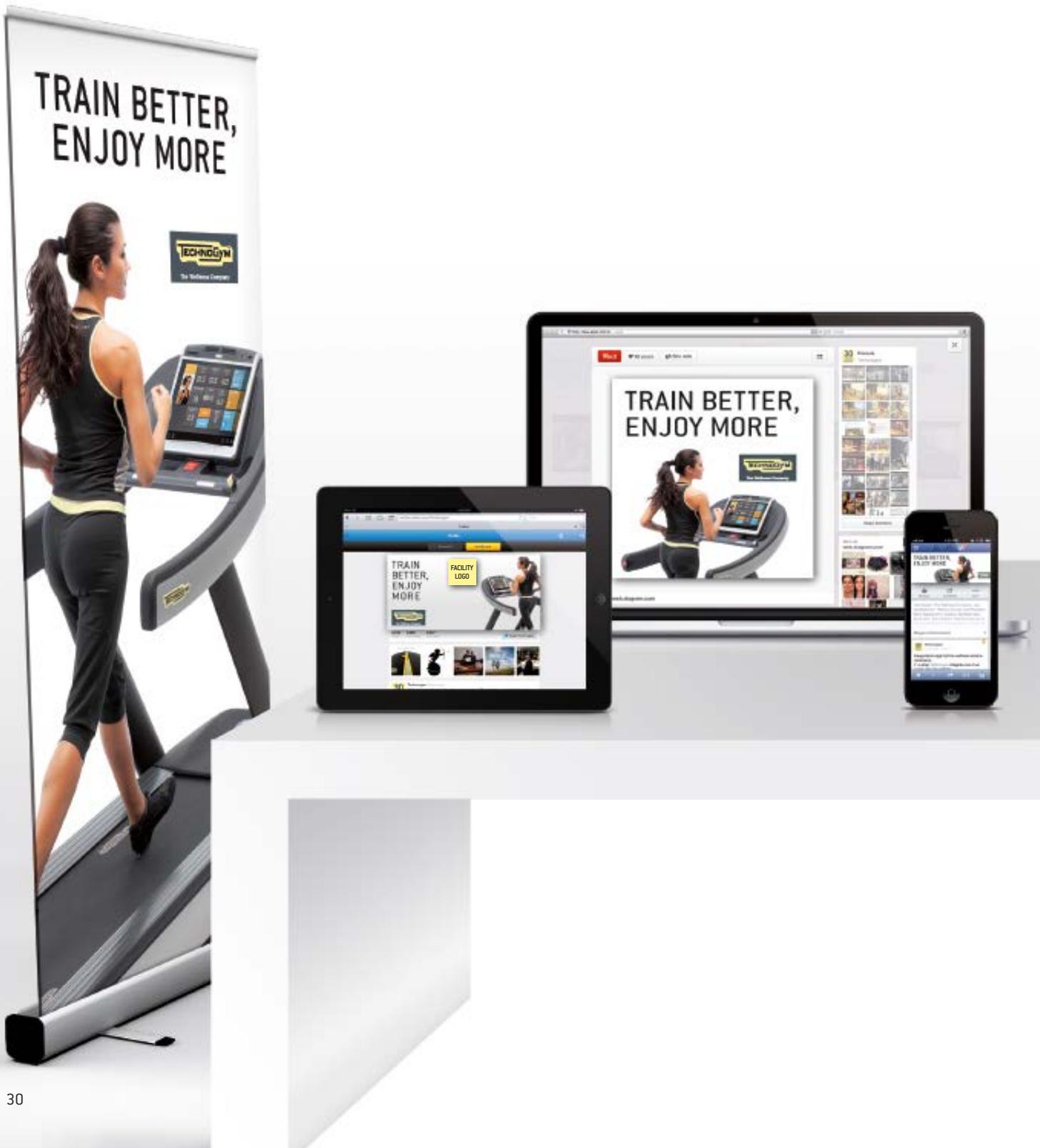
The Goal Oriented Display motivates your end-users and provides the training parameters and programs they need for an effective workout.

- | | |
|--------------------------------------|---|
| 1. Goal | For exercising whose duration is determined by the Time elapsed, or number of Calories burnt, or the Distance traveled. |
| 2. Test | Test to assess your performance. The fitness test is a submaximal test, suitable even for people who have done little to average levels of training. |
| 3. Manual profiles | Variable workouts set according to one of the three goals: time, distance or calorie expenditure. The profile created is not saved once the training session has ended. |
| 4. CHR/CPR™ | A constant heart rate workout is very important in all situations where you want to maintain certain heart rates. |
| 5. Training zone | A constant heart rate workout; training heart rate set according to user fitness level. |
| 6. Weight loss | A workout designed to burn the most calories in the time available. |
| 7. Preset profiles | Variable workouts proposed by Technogym according to one of the three goals: time, distance or calorie expenditure. Up to 6 custom training profiles can be programmed. |
| 8. Pause / Quick start / Stop | For users who wish to train directly and without delay. The options are represented by conventional keys. |



Promote your investment

Use our range of promotional tools to attract and educate end-users.

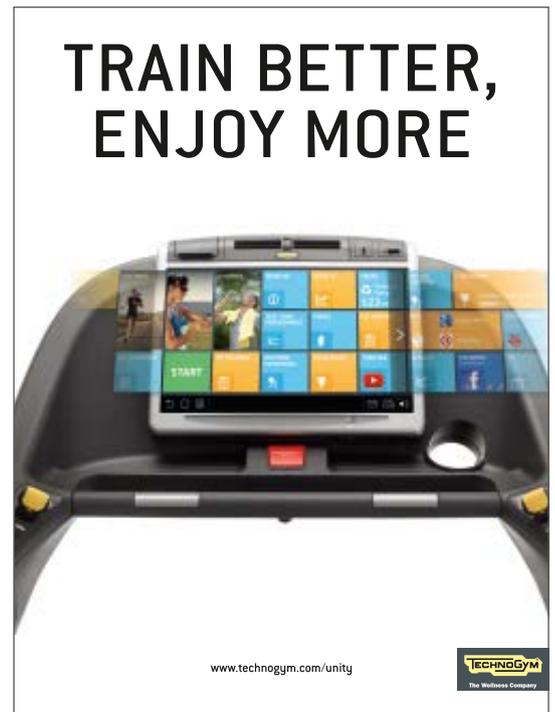


PRINTED MATERIAL

- Roll-up Banner
- Poster



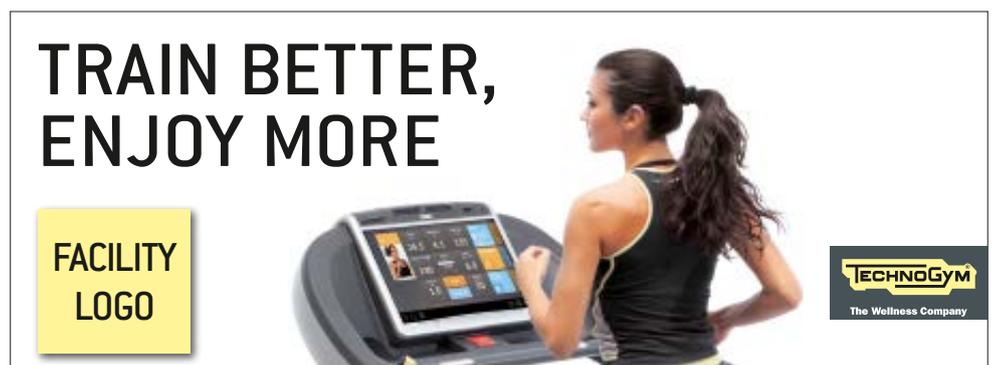
ROLL-UP BANNER



POSTER

SOCIAL MEDIA

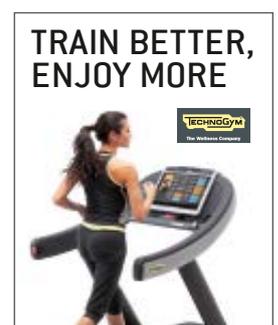
-  Facebook Header
-  Twitter Header
-  Pinterest Board cover



FACEBOOK



TWITTER



PINTEREST

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