



Expresso Live!

Harnessing the Internet and social media for you

Attract members

Use viral marketing

Expresso Live actually markets your facility through social media using the best spokespeople available — your enthusiastic members.

Differentiate your image

Social networking is important to many of your members but few of your competitors. Linking exercise programs to Facebook and Twitter will establish you as a trend leader.

Up to 40% of prospective members use social media in their daily lives. Expresso Live helps you to connect with them.

Retain members

Drive member tenacity

Expresso Live shows members their progress and rewards their work. This has a remarkable impact on their consistency.

Riders that use www.expresso.net keep coming back three times as long as those who don't.

Connect members together

Expresso Live uses the most powerful tools in the world to help your members connect to each other. This web of activity-oriented relationships motivates members. People work out better with a supportive cadre.



Use “the force”

Since the 1990's the Internet has been a force for changing America. More recently, social networks have shown similar power; Facebook now have over 500M members. While they have been woven into almost all walks of life – including romance, politics, business, commerce and entertainment – the fitness world has not employed these forces.

The Internet and social media are unstoppable forces. The fitness market should use them. With Expresso Live, IFH invites you to do so.



Growth of social networks

No Dongles!



Get modern

The public is not well-served by fitness suppliers that offer lip service but deliver half-hearted technology solutions. Music player chargers and tiny video screens don't impress consumers who are used to valuable integration and HDTV.

Who carries personal data around in a flash drive? Hello?

Harness social media

The Expresso Live promotion secret is as follows: People want to share our successes, aspirations and achievements. *(This desire is core to our very essence.)* Expresso Live gives us the channel to share some of our workout life with friends, if we wish. When we do, our message also shares where we had our experience: your facility.

High or low, buoyant or crushing, these messages create unprecedented viral brand awareness by the people that have the most credibility: your active members. Friends and associate all over the Internet will see your facility, often for the first time.

These messages aren't ads — they are testimonials. They have credibility far surpassing advertisements.

Recent accomplishment posted on Facebook



Jason Wedtest just achieved his personal all-time best time, completing Temple Ridge, 13.5 miles in just 0:34:18 on an Expresso bike at Urlage's Retirement and Fitness, Boston, MA.



Jason finished within the top 30% of the Expresso riders on Temple Ridge this summer.

Expresso.net

The brisk climb is completed before the four-mile mark in this tropical course. Reap your reward on the back nine miles of gentle downhill track. Thankfully, a high suspension bridge eliminates some otherwise impossible terrain.



17 hours ago via Expresso.net • Comment • Like

Business benefits



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Selected features

Old workouts never die . . .

Most workouts vanish after you've completed them. With Expresso Live, they are at your fingertips anywhere in the world. Personal best times are called out. Riders may count their calories, track their mileage, see their performance trends over time or may compare their own performances to their peer group.

. . . sometimes they come back

When riders want to improve, we have the ideal motivator: themselves. Each time a rider logs in to Expresso, she can see her previous best times. When she enters the course, guess who's waiting — she is! That ghost rider is her own best ride, played back meter by meter.

Ride with your peers

After riding against her own ghost, our rider may select a different ghost. This may be a friend, foe or any other rider.

Every rider's best time is posted to leaderboards, creating motivational excitement.

New: Riders can send ghosts to each other over social networks using the "challenge ghost" feature.

Commitment loves company!

New: Social networking features allow our rider to bring her fitness program into her circle of friends.

People get better results — and have more fun — exercising in groups. People encourage, hector and nag each other. When milestones are reached, we love to share them.

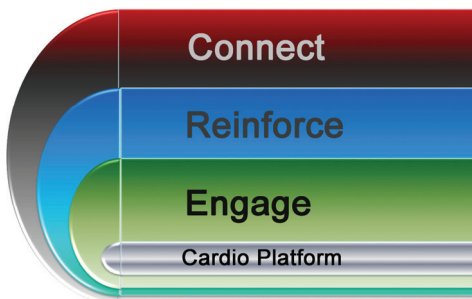
The Expresso bikes allow riders to seat their fitness program at the "social networking table", creating energy, commitment and staying power.

All web-based features are delivered to riders worldwide from www.expresso.net.

What is a Live Bike?

A cardio fitness product is "Live" if it is truly interactive, adaptive and Internet enabled. All three are required:

- A product is truly interactive if it allows the user to use skill and apply strategy to affect their live workout, seeing and feeling the immediate results.
- Adaptive cardio products . . .
. . . recognize individuals users and deliver them a custom workout, as they desire
. . . can change and improve over time
- Internet enabled: An Internet-enabled cardio product links all the way from the user's exertions out to the Internet. It's a two-way street; linkage comes the full reverse direction.



Expresso Live key facts:

- All S3 bikes have standard Internet connectivity.
- S3s with Internet and Expresso Live are considered "Live".
- Riders may log in to Live bikes and enjoy expanded features.
- IDs created freely on a Live bike can be used on the web too.
- At www.expresso.net, users of Live bikes may enjoy web-based features and may customize their on-bike experience.
- **New:** The web based features now include social networking, including Facebook and Twitter.

Why a Live Bike?

- A Live bike engages the rider. The rider becomes immersed in the experience. (*This is fundamentally different from being distracted.*)
- A Live bike reinforces the rider's success by tracking and displaying their progress and achievements.
- A Live bike connects riders to their friends, competitors, coaches and other riders.

What is Expresso Live?

Expresso brand bikes may be enrolled individually in Expresso Live, a subscription service. Bikes enrolled in Expresso Live deliver all the premium features below at no additional cost.

Old features:

- View your complete workout history.
- Personal ghost riders (see box)
- Competitive ghosts riders (see box)
- Trophies for sustained performance
- Exclusive courses, including: Dragon Fire, Odyssey, Ironhorse Rush and Thunderball

Social networking features:

- Share any Expresso milestone on your social networks — including Twitter, Facebook, LinkedIn, and MySpace — with one click.
- Elect to *automatically* share your best accomplishments on Facebook and Twitter.
- Send real rides, "Challenge Ghosts", to anyone in your social network. If they accept the challenge, your ghost will join their next workout.

Expresso is a brand of Interactive Fitness Holdings, LLC.
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Product description