



# The Espresso Interactive Cardio System

It **engages** the rider's mind and makes exercise efficient, fun and exciting. It increases new member sales by mesmerizing prospects with a wide variety of stunning tours and captivating games.

It **reinforces** the rider's fitness success and keeps your members active. Riders receive real-time feedback on their performance on the bike. They can also review their progress and achievements anytime on a PC or iPhone, constantly reinforcing their enthusiasm.

It **connects** riders to their friends, fellow riders and product owners. It automatically promotes your facility on Facebook and increases member retention by building a sense of community.

It's a **total system** that offers the most advanced interactive experience for riders and management tools for owners.



Bringing fitness into the 21st century

**IFH** LLC

## Engage



### Outdoor Cycling Feel

Riders maneuver through virtual terrains steering and shifting like real outdoor cycling.

### 30+ Tours - Basic to Extreme

Tours are categorized from Basic to Extreme, depending on length and intensity. The tours offer a wide variety from realistic to fantastic, from tropical to frozen. A diverse selection satisfies all riders, novice to expert.

### Expresso Chases - Games

5 to 30 minutes, fixed time Chases give riders gaming and off-road riding experiences. Chases make unwilling exercisers want to come back for more.

### Personalized Pacer

Riders personalize the power level of Expresso Pacer based on their goals and fitness level. From weight loss to triathlon preparation, Expresso Pacer always keeps riders inspired.

### Multi-player Race

Riders at the same facility can race each other by riding the same tour at the same time.

## Reinforce

### Expresso Ghost Rider

Expresso Ghost is a mirror image of your past. Once a rider with an Expresso ID completes a tour, a Ghost rider appears on the same tour for the rider to compete. Instinctively, riders push a little bit harder to beat the Ghost and improve their fitness levels.

### Expresso Trophies (Achievements)

Expresso Trophies are awarded to riders based on their total miles on the Expresso bikes. A trophy is presented on the bike at the moment a rider earns it. The next goal is visible at the end of every ride. Riders can also review their earned trophies and the next target at Expresso.net.

### Workout History and Graphs - My Expresso

Expresso Live! automatically keeps track of individual riders' workout history and presents them in illustrated formats such as a calendar and graphs. Riders can view their ride data at Expresso.net and Mobile Expresso.

The graphs include miles, calories, power, power/HR (heart rate). The advanced charts, such as the "Pace Comparison", are invaluable in measuring your strength and endurance in comparison to other riders.





## Connect

### Facebook / Twitter Integration

The Espresso system allows riders to share their achievements on Facebook, Twitter and e-mail. Riders can boast their accomplishments and receive morale support to keep them constantly motivated.

### Global and My Facility Leaderboards

Riders can see their global ranking and other riders on each route on the bike. At Espresso.net, riders can also view their ranking and other riders within their own facility as well as a filtered ranking by various attributes such as gender and age.

### Virtual Race and Ghost Challenge

Riders can choose to race against a past ride of any rider on Espresso Leaderboards. The selected rider's past ride will appear as a Ghost rider. Riders can also send and accept Ghost Challenges on Facebook, Twitter, and e-mail, adding more fun and excitement into their workout activities.



## Management Tools

### Viral Marketing on Facebook

Each Espresso Facebook post by your members includes your facility name and is visible to their friends. Your facility name along with your members' enthusiasm about their achievements will be virally spread on each comment. It will automatically promote your facility through members' friends.

### Analytics Reports

The Analytics reports give you insightful information on your bike usage and rider activity. It is presented with graphs and charts to make it easy for you to grasp the trends. You can drill down into the detailed information with simple clicks. Data includes top riders, top routes, monthly totals of miles, calories and hours.

### Special Offer Sharing

You can make a special offer for your members through Espresso Live!

With a simple set-up, your offer will be presented on both Espresso.net and Mobile Espresso. Your members will share the special offer with their friends so that they can ride together at your facility.

While your special offer is effective, your members will see your facility logo on the home page of Mobile Espresso. Co-branding with Espresso on iPhone will impress prospects and improve your member loyalty.



The owner tools are available on [live.expresso.com](http://live.expresso.com)

## Expresso S3 Novo Products



**S3L**



**S3F**

Accommodates young riders from 4'4" to 5'10"



**S3R**

- ❶ High-resolution 19" monitor
- ❷ User console with Internet music
- ❸ Polar-compatible heart rate sensors
- ❹ Steering and shifting buttons
- ❺ Adjustable seat post
- ❻ Ergonomic seat and back rest
- ❼ Advanced drive train
- ❽ Convenient walk-through design
- ❾ SPD-compatible pedals
- ❿ Premium computer system with wireless and wired Internet connectivity

**Connect**  
**Reinforce**  
**Engage**  
**Platform**

## Expresso Live! Services



Expresso Live! provides advanced interactive fitness experiences for riders, and management tools for product owners to promote facilities and grasp rider activity.

Expresso Live! is the backbone of connectivity among bikes, riders and owners.



**Expresso.net**  
**User Portal**

[www.expresso.net](http://www.expresso.net)



**Mobile**  
**Expresso**

[m.expresso.net](http://m.expresso.net)

Expresso.net and Mobile Expresso help riders to connect with others and see their progress and achievements anywhere anytime.

Expresso keeps your members stay engaged even when they are outside of your facility.