

FOR IMMEDIATE RELEASE

## PRESS RELEASE: Spinning® Partners with Spivi to Offer Spinning® Leaderboard for Gyms and Cycling Studios

**LOS ANGELES, CA** – October 8, 2019 — Spinning®, the creators of the indoor cycling category and the global leader in indoor cycling bikes, education and programs, and Spivi Inc., an industry leader in interactive displays and performance tracking, have partnered to offer a performance leaderboard for the Spinning® program using the Spivi® platform.

A key component of the leaderboard is power-based training and metrics, driven by SPINPower®—the global leader for best-in-class power-based education and programming in the indoor cycling industry. Developed by the training team at Spinning and USA Cycling Elite Level Power Coach, Angie Sturtevant, SPINPower® provides riders with real-time measurements of individual effort for greater training efficiency and performance results.

SPINPower® allows gyms and cycling studios to enjoy the wealth of power-based knowledge, product development, and coaching. SPINPower® offers the most comprehensive certification and continuing education. It also advances instructors to the next level of indoor cycling certification, setting them apart from other fitness professionals.

The Spivi® platform collects data such as power, cadence, speed, distance, and heart rate from the sensors located inside the fitness facility. Then it combines that data with personal information stored on the cloud, such as age, weight, and performance history. Finally, it generates virtually unlimited visuals, including unique group simulation, leaderboard, videos, and more—all in real-time.

"We are excited for the opportunity to partner with Spinning for the digital leaderboard," said Shay Amir, founder and CEO at Spivi. "Spivi is a proven digital platform that helps fitness facilities increase members' retention. Bringing SPINPower® in conjunction with fitness challenges and virtual worlds enables gyms to reward members for their fitness activity and keeps them engaged."

John Baudhuin, founder and CEO of Spinning said, "Coupled with the launch of the new Spinner® Chrono manufactured by Precor, the Spinning leaderboard system powered by Spivi provides an unparalleled rider experience. In addition to amazing graphics and comprehensive rider metrics, the Spinning leaderboard system provides instructors with a variety of screens and teaching options that make every class a new experience."

John Cook, VP of Industrial Design said, "The Spinning digital ecosystem provides the perfect combination of technology and training tools that allow instructors to demonstrate a higher level of coaching, and allow riders to capture the personal training data helpful in achieving their goals."

## **About Spinning®**

Born from the road, Spinning® created the indoor cycling category as a quest to find a new way to train indoors with expert coaching designed to help individuals of all ages and abilities get the most out of every ride. As the worldwide leader in indoor cycling bikes and instructor education, Spinning has trained more than 250,000 instructors and has reached millions of enthusiasts worldwide through a network of more than 35,000 fitness facilities. In addition to its complete line of commercial bikes manufactured by Precor, Spinning manufactures a comprehensive line of home Spinner® bikes, all linked to expert coaching and motivating class content through the company's new Spinning Digital platform. Spinning Digital features top instructors and every aspect of a great studio ride into a variety of classes that are easy to access on any phone, tablet or smart TV.

## **About Spivi**

Spivi, with offices in Agoura Hills, CA prides itself on delivering mind-blowing immersive cycling workouts for fitness gyms and boutique studios. Spivi's smart training systems collect data from indoor cycling bikes, paired with individual member profile data to create virtually unlimited visuals, including unique and exciting group simulations, leaderboard, fitness tests, challenges, and more—all in real time.

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