

# ONSITE *fitness*

DEC 2007/JAN 2008

Fitness & Aquatics For Nonprofits

*Interactive Fitness  
Entertainment*

Innovations in  
Youth Fitness

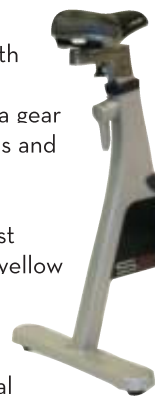
OnSite Fitness  
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2008 Supplier Buyers Guide

# PRODUCT FOCUS:

## EXPRESSO'S S2 BIKE ADDS SPARK TO A WORKOUT



Virtual reality is taking a whole new turn, literally, first with the Spark and now with the newly released S2 bike by Espresso Fitness. With handle bars allowing your members to twist and turn their way through 30 exciting and interactive rides, and a gear shift allowing for 30 resistance options, your members will be on their way to fitness and forgetting the means by which they are getting there.

The Espresso bike interactive routes allows the rider to see the scenery that most inspires them (mountains, mole hills, city streets, etc.) and they may follow a yellow jersey wearing pacer whose pace is set by the rider to stay motivated and on course. Or, if the rider prefers to ride with a group, they may do so by choosing courses that are full of them. They can try to outpace the group or ride with the pack. If they prefer to ride alone, Espresso offers a manual option without specific terrain, steering options or competitors.

Each Espresso bike is hooked up to the internet via a wireless router that not only downloads new routes and software updates but also records your rider's time, distance, cadence, etc. for each ride. The information is recorded and on the next ride they can race against personal best times for each course by chasing a "ghost" or transparent cyclist who is keeping pace with what they've done previously. In addition to new rides, Espresso adds




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new songs to its internet radio stations. This internet connection also allows you to troubleshoot any issues with your bike directly.

This interactivity takes place on Expresso's integrated television where riders view their progress on a 17" LCD screen. Choosing riding options is easy with just the press of a few buttons right on this screen. The workout data is overlaid over the terrain so it's easy for your riders to see where they are going and how they are getting there.

"Many of our members do a lot of outdoor riding and they can get bored on other indoor exercise equipment. Expresso bikes are innovative and fun. The variety of courses, steerable handlebars and realistic riding experience keeps their minds engaged."

says Burnadett Langford, Fitness Director of the YMCA of Greater Boston.

Facilities can also generate excitement with turnkey programming and competition ideas from Expresso. There are two levels of service subscriptions, bronze and silver. Bronze is given free of charge for 30 days and allows one ghost ride. With the silver membership, for a small monthly fee members can track all of their rides, record a "Ghost" on every route, get ranked on Leader Boards and access Silver-only routes. All of these services

can be accessed at [www.expresso.net](http://www.expresso.net).

Says Melinda Desmarais, Wellness Director of the YMCA of Greater Charlotte and Harris Express YMCA, "We've received nothing but rave reviews from our members on these bikes! They provide a great workout for our folks of all levels and give our members an engaging and unique experience." **OSF**

For further information contact Expresso Fitness at 888-528-8589, or [www.expressofitness.com](http://www.expressofitness.com)



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