

Press Release

April 2009

WebRacing is Coming!

Prototype on show for first time ever

Imagine a class full of people enthusiastically using the equipment, achieving optimum results and loving their workout. Interest levels are heightened as they view themselves as a virtual racer on some of the most exciting race tracks in the world with cheering crowds and lifelike scenery for ultimate authenticity. They can race against each other, as a team against another club or even against gyms across the globe.

With WebRacing™ that level of technology is now here. For the first time ever a prototype of the new WebRacing™ Aerobike, designed for studio use, will be on show at this year's FIBO in Essen, Germany between 23 – 26 April.

WebRacing™ integrates static fitness equipment, such as bikes, ellipticals, treadmills and rowers, with state of the art web technology, providing the user with a totally interactive experience. Users can even talk to their competitors during the event or, if they're in a less competitive mood, opt to race against a ghost rider.

WebRacing™ software assimilates with the machinery ensuring that the user enjoys a truly authentic racing experience be it rowing, running or cycling; when the gradient of the track changes, for example, the user feels a correlative change in resistance. A number of famous international tracks are available including the Oxford Cambridge boat race, the Sydney 2000 trial bike course and even the Boston Marathon! WebRacing™ is available exclusively from UK fitness company, Instyle®. Director of Instyle®, Duncan Lawson, explains more,

“Monotony is the leisure industry's worst enemy. Clients get bored of using the equipment resulting in cancelled memberships, and with the lack of mental stimulus static exercise equipment offers, it's no surprise. With Web-Racing™ the presence of other riders provides a competitive and motivational element and ensures that clients stay focused for longer, generating long-term income for the club. In fact our research shows that 86% of users prefer this interactive addition to their workout with repeat usage standing at over 90%.

“The goal is to have WebRacing™ available from September. In the very near future therefore clubs which don't offer WebRacing™ will fall behind. It's a must for any forward-thinking club who cares about its membership retention and understands the importance of keeping its clients focused and motivated.”

If you're going to FIBO don't miss the chance to see WebRacing™ in action on stand xxx.

To find out more about installing WebRacing™ in your club call Instyle® on 01342 315933 or visit www.instylefitness.co.uk .
www.webracing.co.uk

Word count
410

Notes to Editor

Media contact:
Mark Prevett
E: mark@positivecreative.co.uk
M: 07775688419





**Screen shots
from Cycling Software**

