

FOR IMMEDIATE RELEASE

Precor and Spivi Announce Partnership to Bring Immersive Training Experiences to Gyms and Indoor Cycling Studios

LOS ANGELES, CA – January 11th, 2019 — [Precor](#), a global leader in providing premium fitness products, services, and experiences involving cardio, strength, group training, and networked fitness, and [Spivi Inc.](#), an industry leader in digital interactive displays and performance tracking, have partnered to provide an immersive workout experience integrated with the Spinner® line of commercial indoor cycling bikes.

Spivi technology collects exerciser data such as power, cadence, speed, distance, and heart rate directly from the Spinner® bikes. It then combines that data with user information stored in the cloud, such as age, weight, and performance history. Finally, it generates virtually unlimited visuals, including unique group simulation, leaderboards, videos, and more—all in real-time.

Fitness facilities and Spinning® studios who use Spinner® bikes can now seamlessly integrate the performance tracking features of Spivi into their facilities and offer an immersive workout experience to their members.

Adam Hubbard, Director of Product Management for Precor, said, "The partnership with Spivi allows gym owners and operators to raise the bar on in-gym experiences and help them to grow their business, retain members, and drive additional revenue. We are excited about the capabilities that our Spivi partnership provides and look forward to development of other digital products and services beyond indoor cycling".

Christopher 'Skip' Wilson, Brand Experience and Corporate Marketing Lead, said "As club owners and operators look for ways to remain competitive in the fitness landscape, it is clear that designing authentic and innovative experiences in which members are excited to return to is critical for success. At Precor, *experience design* is part of our DNA. We are laser-focused on creating valuable experiences that help operators win. We want to supply more than just products-- we want to drive engagement and drive emotional connection. Spivi understands that, and we are happy to partner with an innovator rooted in experiential solutions."

"The partnership with Precor expands the experience of immersive workout and personalized health globally" said Shay Amir, CEO at Spivi. "Spivi helps fitness facilities increase members' retention by placing members as avatars on a virtual road, setting goals visually and rewarding members for their fitness activity."

For more information, visit [Precor.com/UpgradeYourCardio](https://www.precor.com/UpgradeYourCardio)

About Precor

Precor, headquartered in Greater Seattle, WA, designs and manufactures premium end-to-end commercial and at-home fitness experiences that include cardio, strength, group training, and connected solutions. Since 1980, Precor has been a pioneer in creating innovative fitness solutions for customers, including the EFX® Elliptical, Adaptive Motion Trainer® AMT® and Preva® Networked Fitness. Precor is part of Amer Sports Corporation, one of the world's largest sports equipment companies, with internationally recognized sister brands that include Wilson, Atomic, Suunto, Salomon, Arc'teryx and Mavic.

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, leaderboards, fitness tests and challenges and more- all in real-time.