



**MOWL**®

# MADE FOR **MORE**

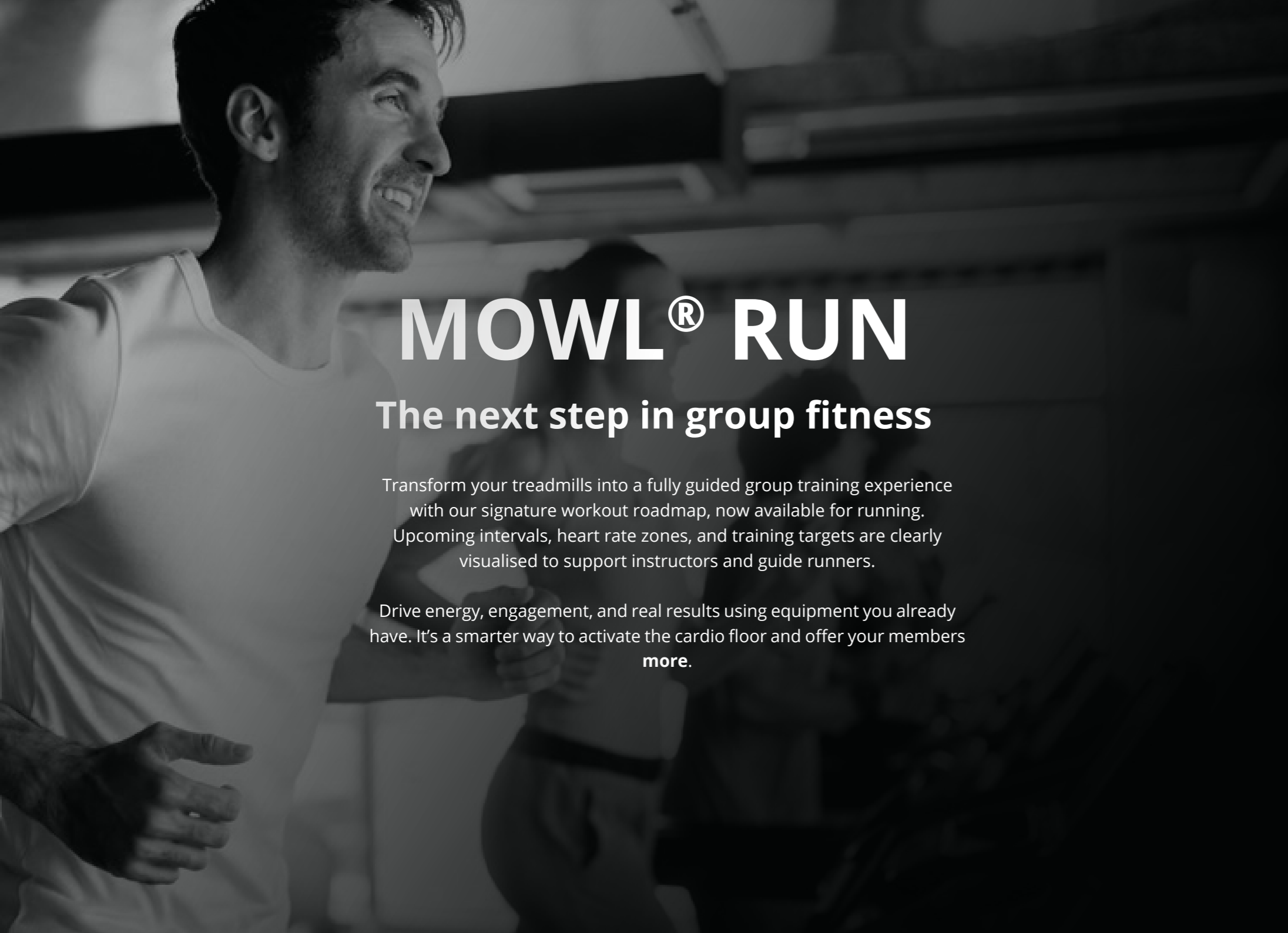
**Your one-stop software solution for cycling,  
running, rowing, and all things Group X!**

Group exercise should be simple, effective, and fun. And we think we've cracked the code! With MOWL®, you can deliver immersive indoor cycling sessions and other guided training experiences through **one** intuitive platform. And all you need to get started is a PC.

Lead your members through virtual worlds, support live coaching with engaging visuals, track performance data for real results, or give members access to workouts they can launch directly from their smartphones outside scheduled classes.



**Drive more people through the door, more often, with MOWL®**



# MOWL® RUN

## The next step in group fitness

Transform your treadmills into a fully guided group training experience with our signature workout roadmap, now available for running. Upcoming intervals, heart rate zones, and training targets are clearly visualised to support instructors and guide runners.

Drive energy, engagement, and real results using equipment you already have. It's a smarter way to activate the cardio floor and offer your members **more.**

TIME TOTAL  
57:25  
SEGMENT TIME  
05:45

01:29

77-82  
% HRmax

4%  
Gradient

5 7 3 4

# THE JOURNEY

BY MOWL®

Let gamification take your club into the future and make boring workouts a thing of the past! THE JOURNEY has something for everyone—from roaming dinosaurs in prehistoric landscapes to stunning canyons or even outer space.

The patented algorithm behind THE JOURNEY generates the world around you based on your workout, creating a custom fitness experience unique to every ride. So, no matter how often your members return to THE JOURNEY, it's always a new adventure.

The Journey is compatible with all workouts on the MOWL® platform.

# Immersive workout experience

# THE PLAYER

## The GPS roadmap for indoor cycling

Let your instructors focus on coaching the class while THE PLAYER maps out the ride ahead with easy-to-understand visuals.

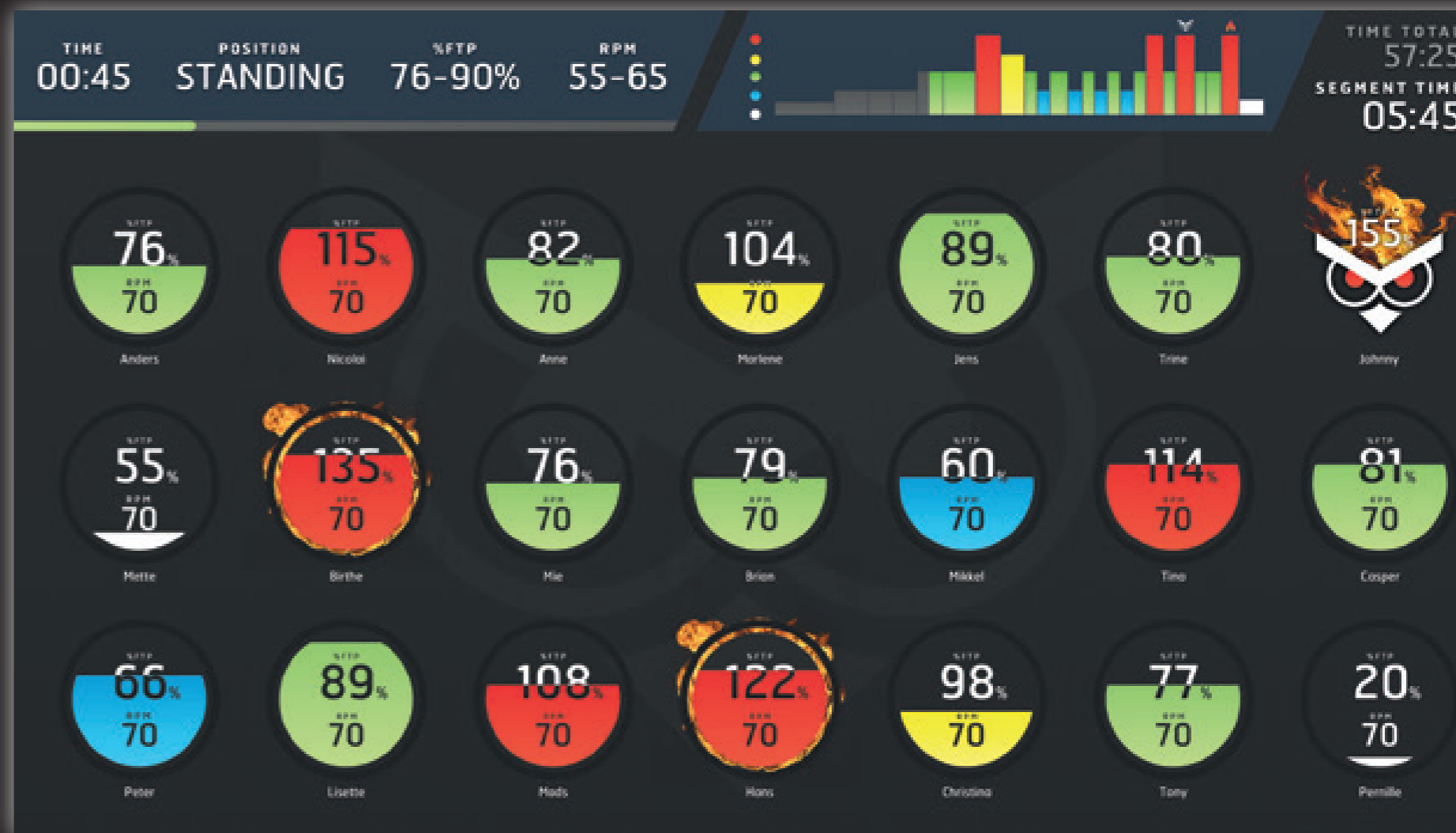
THE PLAYER supports your instructors and serves as a trusty guide for your members, ensuring a consistent experience at your club, even when they switch between different instructors and classes.



# TEAM PLAYER

## Let's ride together

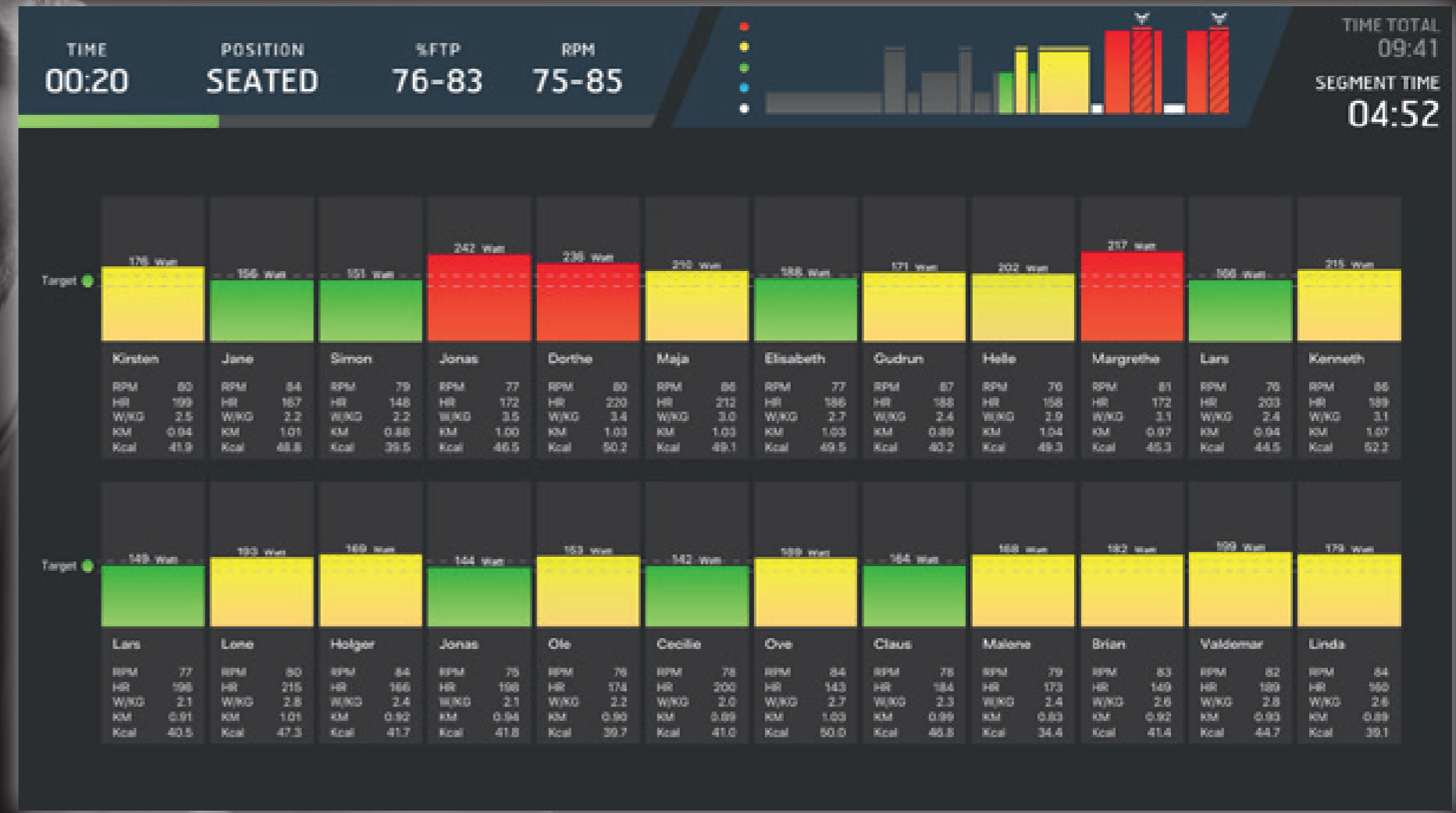
Bring out the team spirit with a group display that boosts motivation and offers instructors a great overview. Instructors can choose to display anonymous participant numbers instead of usernames to shift the focus toward collective effort. All members need to connect is a smartphone!



# PERFORMANCE PLAYER

## Built for athletes

Change the game with the Performance Player and get an edge on and off the bike. No matter your sport, this tool is designed to help unlock your full athletic potential by tailoring your indoor cycling training to meet your exact needs. Featuring a group display for up to 24 riders, it tracks multiple metrics in real time, giving you the insights you need to train smarter, hit your targets, and perform at your peak.



# FREESTYLE

## Coach on the fly

Freestyle is designed with instructor creativity in mind, perfect for those who prefer spontaneity or work in markets where planning every workout isn't practical. Freestyle lets you guide classes with clear, engaging visuals, allowing you to indicate training zones as you go—no pre-planning required.



# GET COMPETITIVE

## Ready, set, race!

Compete head-to-head or team up for the win in a test of speed, stamina, and strategy!

With TIME TRIAL, RACETRACK, & GAMES, we use gamification to make indoor cycling feel competitive, whether you're racing solo, battling for the podium, or working together to come out on top.

Our stripped-back race players keep the focus on the competition—perfect for indoor triathlons and big events where every second counts. Meanwhile, GAMES makes winning a team effort with short, high-energy game intervals you can add into any workout on the platform. GAMES makes going all out more fun than ever—and the team-based gameplay means no one is left behind.

**Ticket to Ride** 4 1 2 6

TIME 01:20

#	Name	Distance	Laps
1	1a	1.77km	1
2	2a	1.73km	1
3	3a	1.72km	1
4	4	1.71km	1
5	5	1.67km	1
6	6	1.67km	1
7	7	1.66km	1
8	8	1.66km	1
9	9	1.65km	1
10	10	1.63km	1
11	11	1.63km	1
12	12	1.62km	1
13	13	1.60km	1
14	14	1.60km	1
15	15	1.59km	1
16	16	1.58km	1
17	17	1.57km	1
18	18	1.57km	1
19	19	1.56km	1
20	20	1.56km	1
21	21	1.54km	1
22	22	1.54km	1
23	23	1.53km	1
24	24	1.52km	1
Total		40.80km	

Team 1  
Team 2  
Team 3  
Team 4

Team 1 Current Speed 1.88 m/s  
Team 2 Current Speed 1.88 m/s

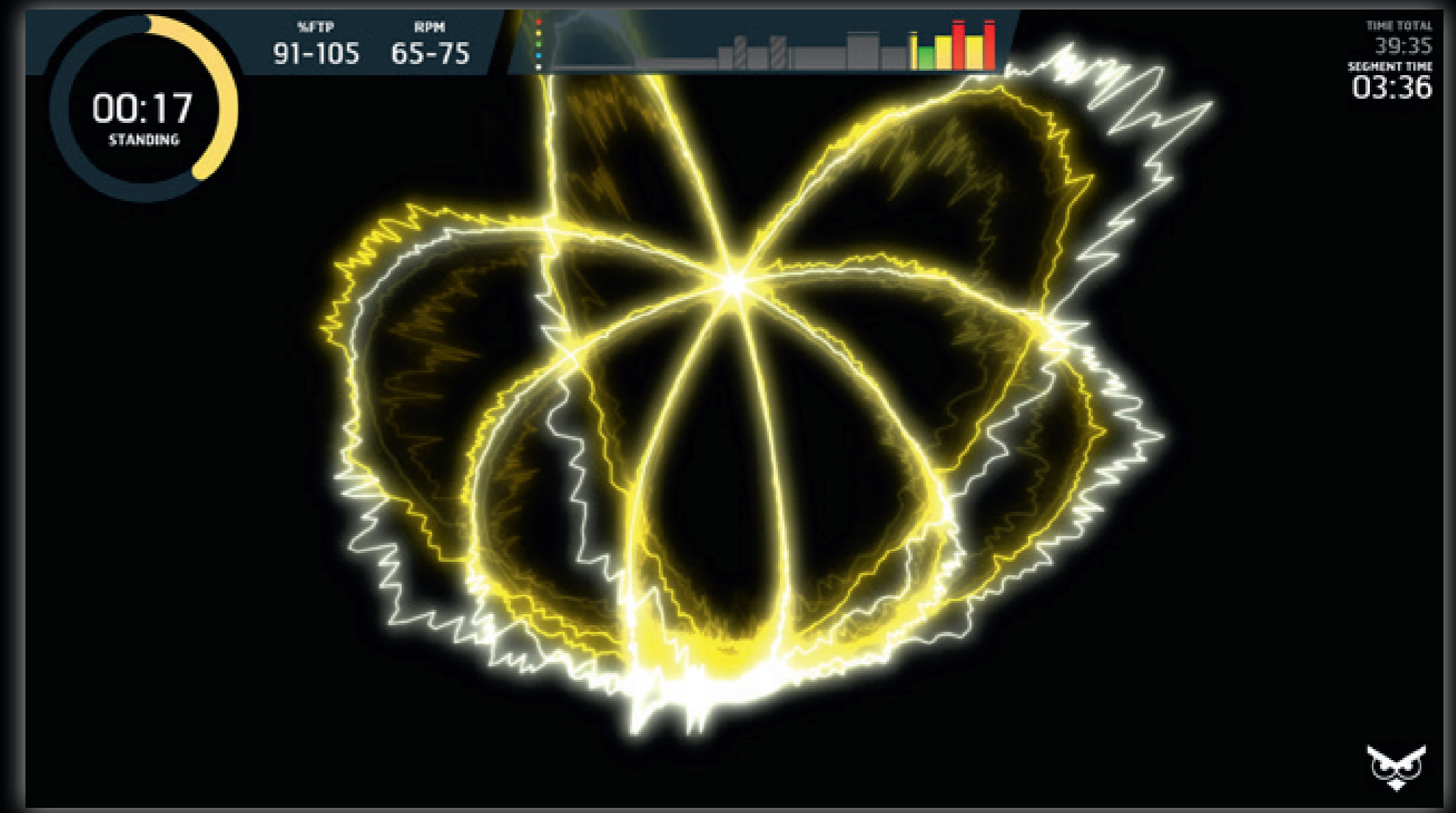
Team	Name	Distance	Laps
Team 1	1a	0.23	0
Team 2	2a	0.22	0
Team 3	3a	0.22	0
Team 4	4	0.19	0

# VISUALS

## Ride to the beat

VISUALS makes it easier than ever to ride to the beat! Help your members forget their exertion as they lose themselves in the music.

Your members won't just feel the beat; they'll see it. The visuals are fully integrated in the software and change color with the intensity to help your members stay in the zone.



# VIRTUAL PLAYER

## Your ticket to a fun-filled fitness journey—ON DEMAND!

No instructor? No problem! With the VIRTUAL PLAYER, your members can access thousands of workouts anytime, making the most of your cycling studio between live classes. When a "ticket to ride" is displayed, members simply use their smartphone to take control of the screen and press play on any ride they choose—including desktop exclusives like THE JOURNEY and our ON DEMAND classes.

Our ever-expanding ON DEMAND catalog offers fun, results-driven workouts led by on-camera instructors or voice-guided sessions set in the stunning animated worlds of THE JOURNEY. Whether your members are craving a quick challenge or a scenic adventure, there's always something new to discover. And when one session ends, a fresh "ticket to ride" is automatically generated, making the next great ride just a tap away.



PERFORMANCE OVERLAY:

- POSITION: STANDING
- RPM: 55-65
- TIME TOTAL: 24:45
- SEGMENT TIME: 04:58

INTELLIGENT CYCLING

YOUR TICKET TO RIDE

5 7 3 4

THE JOURNEY

# LIVE PLAYER

Streaming live classes has never been easier!

The bike class of the future is mobile. Our new LIVE PLAYER lets instructors reach club members both in and outside the studio without losing the support of the clear, engaging visuals from THE PLAYER.

When you use our LIVE PLAYER, we display all essential workout details at the bottom of the instructor's live video feed. This means any rider following along sees the instructor as well as an easy-to-understand map of the ride ahead all at once. All there's left to do is coach!

TIME 00:45    POSITION STANDING    %FTP 76-90%    RPM 55-65

TIME TOTAL 57:25  
SEGMENT TIME 05:45

5 7 3 4

# SESSION DESIGNER

Create your own workouts—it's never been easier

Design a session faster than you can pick the music!  
Our SESSION DESIGNER lets your instructors drag and drop their way to a new workout faster than ever.

It's simple, intuitive, and fully customizable.



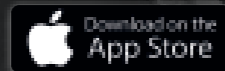
# THE MOWL® APP

More than 200,000 workouts ready to go

The MOWL® app has more than 200,000 workouts for your members to choose from, including workouts by top brands like Keiser, Schwinn, Wattbike, Matrix and Body Bike.

Connect via Bluetooth to make sure you stay in the zone while you work out, and track your training directly in the app with workout history.

With "ticket to ride", you can even use the app in class to stay in sync with your instructor's displayed workout or play a workout of your choice on the big screen.



**STRAVA**

**TRAININGPEAKS™**

# PAGES

## Put your studio on the map

Set up a dedicated page for your studio to showcase star instructors, share workouts, connect with members, and grow your community. Build value for your current members and attract new ones by establishing an online presence on our platform.

**The New Gym** Following ▾ ⋮  
2 camps • 2 workouts • 1 follower

The New Gym isn't just a place for exercise; it's the place you go to unwind, socialize, and work out. The gym is a whole experience! Have a look at our awesome workouts or visit the profiles for our instructors.

Overview Camps Workouts Instructors Followers Following

**Camps** (2) View all

- Go Green** 0 Workouts • The New Gym
- Sweet Spot** 1 Workouts • The New Gym

**Workouts** (2) View all

**Anaerobic Capacity: ...ower Bursts (AC-W5)** By The New Gym

1:42:00 TSS: 162 0 0 ☆

Warm up and ride for 1 hour at your sweet spot, smooth and steady, including ten 15-second bursts at 150 percent of FTP within the hour. Next, do eight 2-minute... [read more](#)

**Sweet Spot: Cadence and Tempo (SubLT-W3)** By The New Gym

2:05:00 TSS: 140 0 0 ☆

Start with a steady warm-up before moving into a set of five 1-minute fast pedaling intervals, keep- ing your cadence over 110 rpm, with a 1 minute recovery bet... [read more](#)

# ERG MODE FOR GROUP RIDES

Working together towards a truly intelligent  
indoor cycling experience

We love working with top indoor cycling brands to take the personalized member experience to a whole new level.

In 2020, we released a world-first technology that connects SMART trainers/SMART bikes to our software and allows for ERG mode and resistance control in a group cycling experience. Our software connects to each bike in the class independently and personalizes the resistance to match the fitness level of each rider with ERG mode! It's driven by smartphone technology—no extra hardware needed.



ATOMX

THE ULTIMATE  
INDOOR BIKE

RIDE

“THE RACE IS  
THE RIDER  
SUFFER THE  
EDDY MERCKX

PERFECT YOUR  
PEDALLING

PEDALLING  
PHASES

POLAR  
VIEW

TRAINING  
ZONE

ARE YOU  
#WAT

# DMX

## Studio lighting fit for a nightclub!

Update your studio lighting with our DMX software for a unique, immersive, and interactive experience that your members can't miss! The vibrant colors are perfect for high-intensity classes, and the colors change to match the current color zone, providing participants with a fun visual cue whenever the intensity changes.

Our DMX software is an integrated part of the MOWL® software. All you need is an LED setup and an Art-Net converter, and you are ready to deliver a new immersive, interactive, and motivating experience to your members.

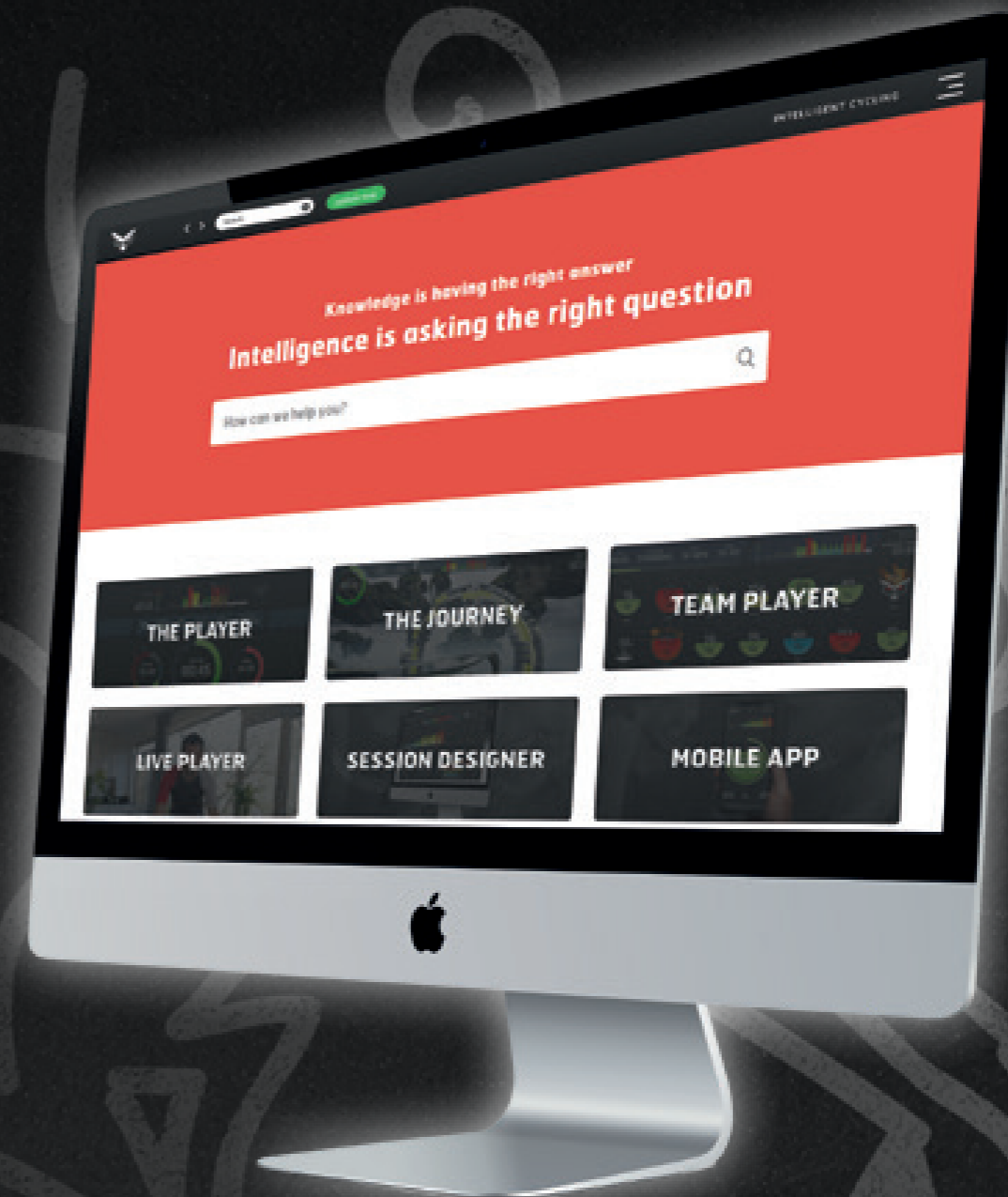


# GOT A QUESTION?

**We're here to help in 11 different languages!**

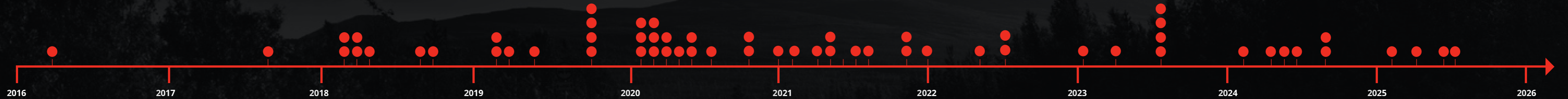
Find help when you need it using our comprehensive help section featuring more than a hundred easy-to-understand step-by-step guides, as well as instructional videos. Tap "select language" to translate our English help articles into Danish, Dutch, Finnish, French, German, Italian, Japanese, Norwegian, Spanish, or Swedish (and more to come).

Can't find what you're looking for? Shoot us an email, and we'll get back to you in no time. You can also join our official Facebook group, MOWL® Zone, and connect with the global MOWL® community in real time.



# JOIN THE MOWL® REVOLUTION

We're building the future of group training software



## 2016

- Intelligent Cycling® is born

## 2017

- Session Designer Version 1.0

## 2018

- THE JOURNEY (immersive VR-ready experience)
- Session Designer update
- New color zones
- THE PLAYER
- Integration to Wexer Virtual
- THE JOURNEY: Canyon & Future City
- World Selector for THE JOURNEY

## 2019

- New Desktop App
- THE JOURNEY: Forest
- Mobile App
- THE JOURNEY: Dinosaur
- Session Designer Version 2.0
- Mobile App Session Designer
- THE JOURNEY: Polygon
- THE JOURNEY reaches patent pending

## 2020

- THE JOURNEY: Mineshaft
- Integration to Fitness On Demand
- ERG mode for group rides

- Bluetooth connectivity in the Intelligent Cycling® App
- Free immersive rides
- Ticket to ride
- TEAM PLAYER
- Top Brands
- Ambassador Camps
- LIVE PLAYER
- Integration to ClassPass
- Integration to KRU Active
- THE JOURNEY: Winter Wonderland
- Help Center

## 2021

- DMX
- Intelligent Cycling® On Demand
- THE JOURNEY: Exoplanet
- VIRTUAL PLAYER
- Webinar series: LIVE software onboarding
- Workout summary & history
- MOWL® Zone (Facebook community)
- THE JOURNEY: Traveller, aerial mode, road curvature

## 2022

- VISUALS
- Design update
- THE JOURNEY: Savanna
- New patent: THE JOURNEY

## 2023

- Big UI update
- Followers, likes and pages
- Mixcloud integration
- THE JOURNEY: Soundscape
- THE JOURNEY: Steampunk
- FREESTYLE

## 2024

- Copy workout + pages (Desktop App 2.0)
- QR code sign-in
- THE JOURNEY: Synth City
- VISUALS 2.0 (brand-new visuals)
- Race Players: RACETRACK and TIME TRIAL
- PERFORMANCE PLAYER

## 2025

- Apple Watch Integration
- GAMES launch
- THE JOURNEY: Supersonic
- Intelligent Cycling® Rebrands as MOWL® and Expands Beyond the Bike

**MOWL® is the world's fastest-growing platform for indoor group training.  
We work with industry leaders to drive the digital revolution in group fitness.**



#### OUR PARTNERS

- ✓ Body Bike
- ✓ Matrix
- ✓ Keiser
- ✓ Schwinn Indoor Cycling
- ✓ Wattbike
- ✓ Dyaco
- ✓ Wexer Virtual
- ✓ Electro Waves
- ✓ Fitness On Demand
- ✓ ClassPass

#### OUR CLIENTS

- ✓ PureGym
- ✓ SATS
- ✓ Actic
- ✓ Fitness24Seven
- ✓ FitnessX
- ✓ YMCA
- ✓ Crunch
- ✓ OneLife Fitness
- ✓ MayFair Clubs
- ✓ East Bank Club

... and many more!

#### OUR GLOBAL REACH IN NUMBERS

- 400,000+ users
- 20,000+ instructors
- 2000+ clubs with access to MOWL®
- Retention (B2B license) at 99%
- 200+ countries



[mowl.com](https://mowl.com)

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