

# ***WEXER VIRTUAL***



***WEXER, GLOBAL  
MARKET LEADERS  
IN VIRTUAL FITNESS.***



# INTRO



## **WEXER VIRTUAL**

Virtual fitness solutions for club groups worldwide.

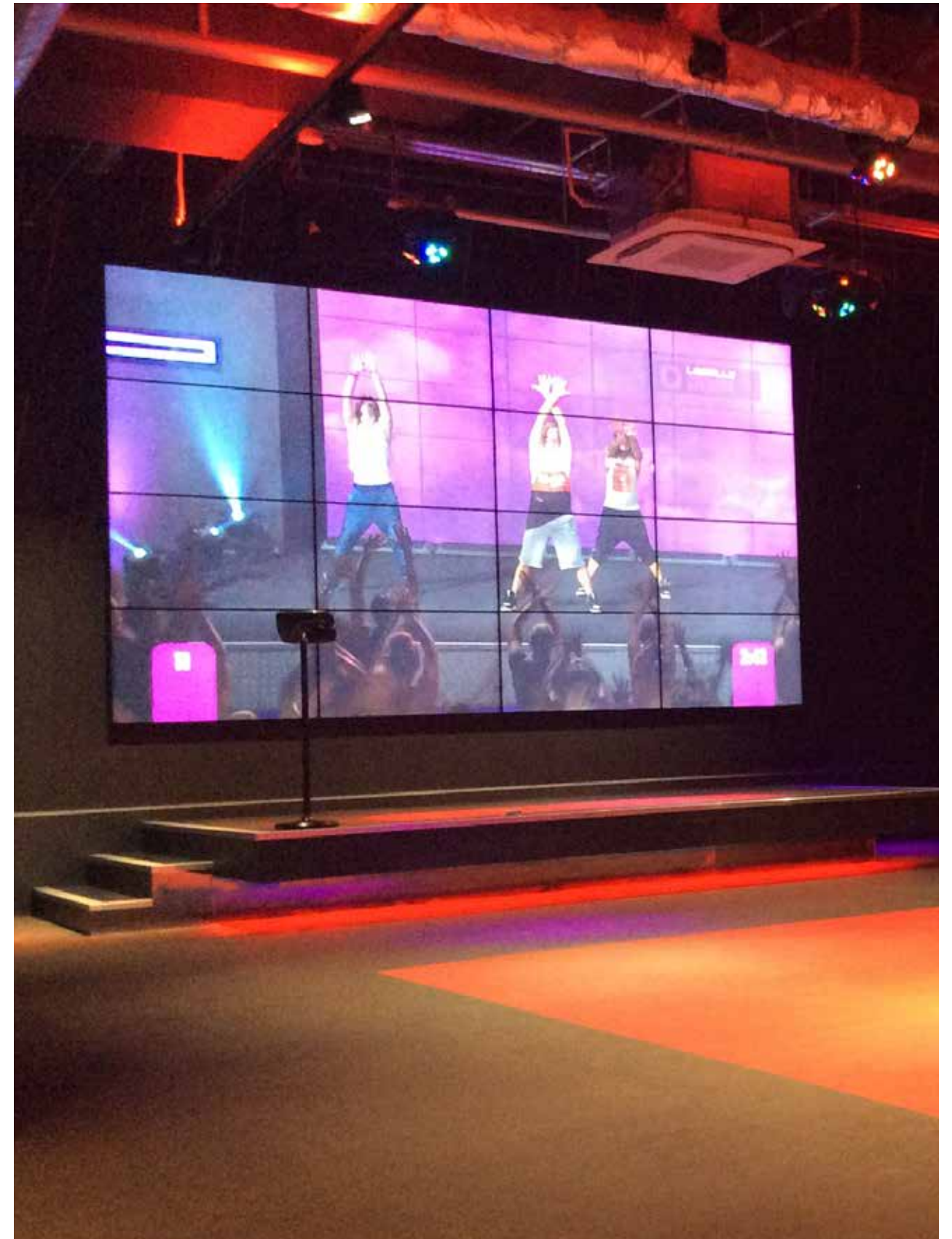
## **JOIN THE DIGITAL PACK**

Since 2011, the Wexer community have been making world-class exercise accessible to more people through the use of technology. Today, with installations in more than 40 countries Wexer is the leading provider of virtual fitness worldwide.

## **YOUR MEMBERS EXPECT DIGITAL EXPERIENCES**

To ensure your brand stays relevant, we provide the most advanced and intuitive technology, world-class virtual content and specialist support to guide you every step of the way.

## **EXPLORE WEXER VIRTUAL**





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CONTENT***

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***WORLD-CLASS  
CONTENT***

***01***



# WORLD-CLASS CONTENT

Motivate and inspire your members with high-quality virtual fitness classes created by the most innovative and well-known brands in the world.

Our model allows us to aggregate current content to ensure your brand stays relevant to members.

More than 800 virtual classes for all levels:

## **CONDITIONING & CARDIO**

Cardio classes focus on building cardiovascular fitness, while the conditioning classes develop muscle tone and definition.

## **MIND & BODY**

Our Mind & Body classes range from stretching to core strength and meditation. All classes are designed for members to channel their energy through mindfulness.

## **CYCLE**

Journey different parts of the world, with intervals, climbs and sprints. Our library of cycle classes includes forward motion scenery as well as instructor led classes.

## **ENGAGING MEMBERS WORLDWIDE**

Selected virtual classes are available in more than 15 languages!

# OUR CONTENT PARTNERS

DAILY BURN	FIT FUSION	GAIAM
SLEEK TECHNIQUE	SHIFT	MOVE 123
INDURO	CLUB VIRTUAL	BOXX METHOD
CATHE	POWER MUSIC	MY YOGA WORKS
ZUMBA	EPIC RIDES	IDEA
ADVENTURE FOR FITNESS	PILOXING	LES MILLS
SUFFERFEST	QICLUB	WEXER

“

*Wexer enhances the overall member experience and is a highly effective member acquisition and digital marketing vehicle. We use Wexer for many different applications. First, Wexer's virtual classes introduce our members to group exercise in a non-intimidating, fun and convenient manner. Second, Wexer injects audiovisual energy and impactful member marketing and messaging into our live classes.*

*Tom Lapcevic  
Executive Vice President at 24 Hour*

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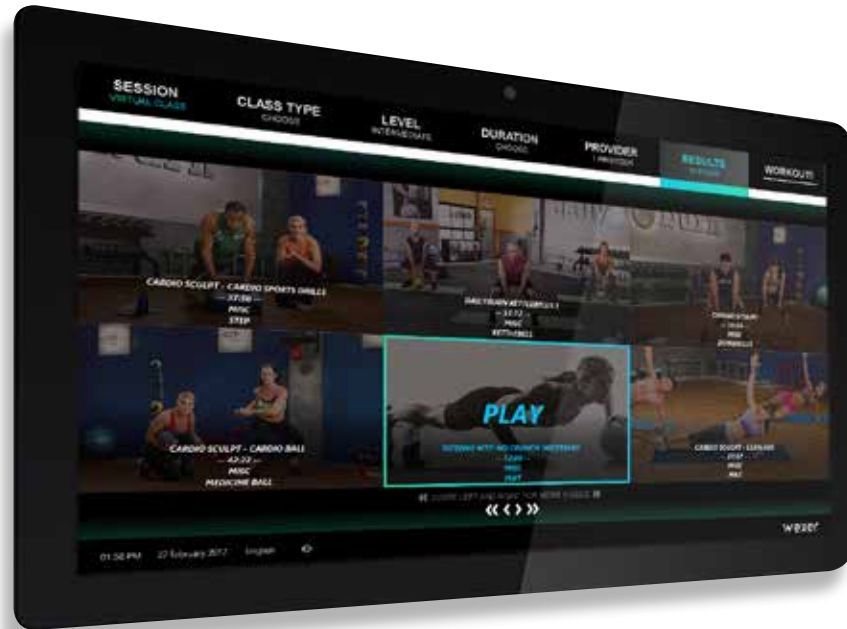


**02**

***ADVANCED  
TECHNOLOGY***

# ADVANCED TECHNOLOGY

We help fitness operators connect with their members through customisable and intuitive fitness technology.



## WEXER VIRTUAL PLAYER

The Wexer Virtual Player is an advanced touch screen unit that uses the latest technology to deliver virtual fitness content.

The Player is pre-loaded with an extensive library of virtual classes, allowing your members to browse, preview and play classes all through the Player. When new classes launch, the Player will automatically download them and store them locally on the hard drive.

## PLAYER SPECIFICATIONS

- Ultra slim, 48mm depth
- Three-piece metal housing and IP65 dust & waterproof display front
- True flat resistive gesture touch / true flat projected capacitive multi-touch
- Rich I/O ports provide excellent peripheral connectivity
- Full range of display sizes starting with the 21.5" player (including 2 terabytes of storage)
- Optional accessory includes MSR, smart card reader, RFID, scanner & handset

## INTERNET ACCESS

The Wexer Virtual Player requires continuous access to the internet. Without internet access, operating stability cannot be guaranteed and new videos cannot be added. The recommended internet download speed is at least 10 megabits per second

## TECHNICAL REQUIREMENTS:

- WEXER VIRTUAL PLAYER
- INTERNET ACCESS
- AV INSTALLATION
- SOUND SYSTEM

01

02

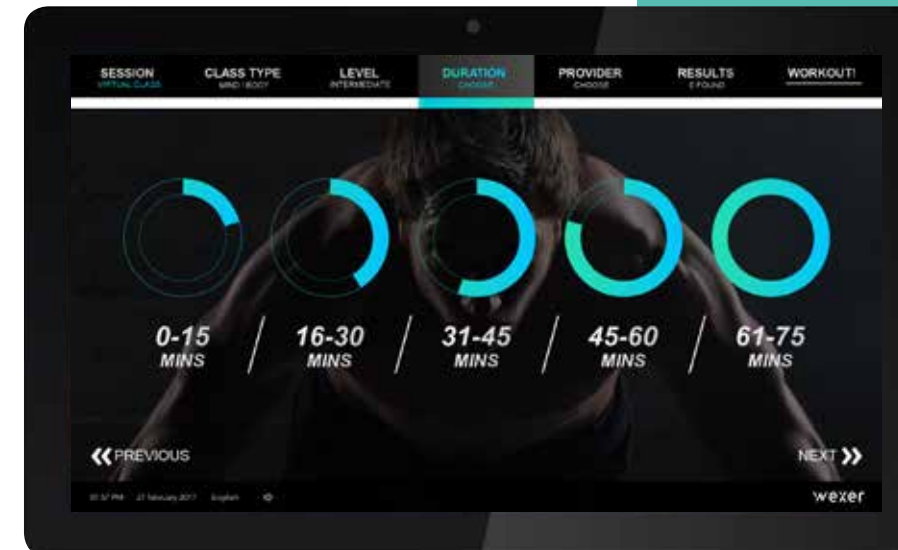
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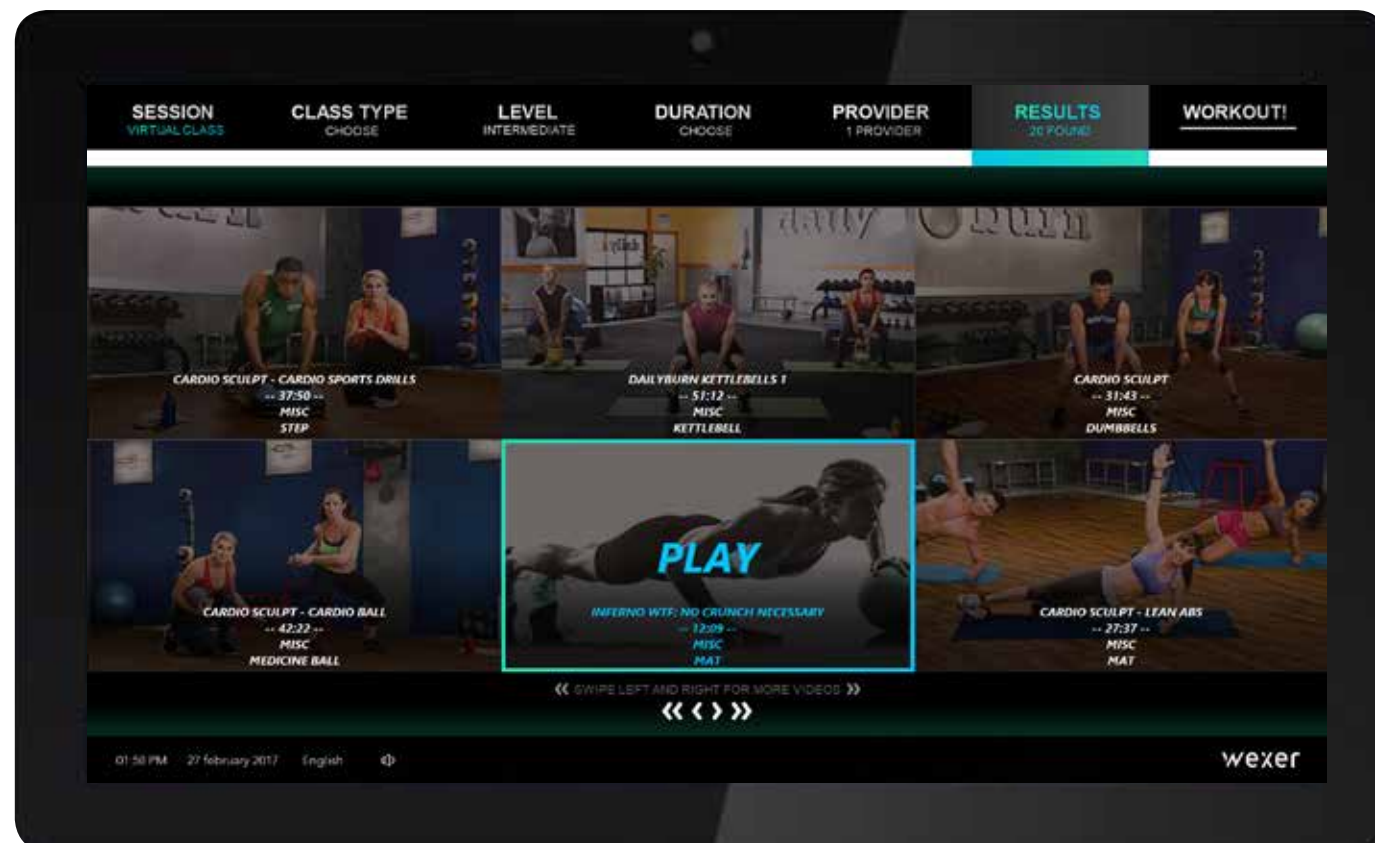


# PLAYER INTERFACE

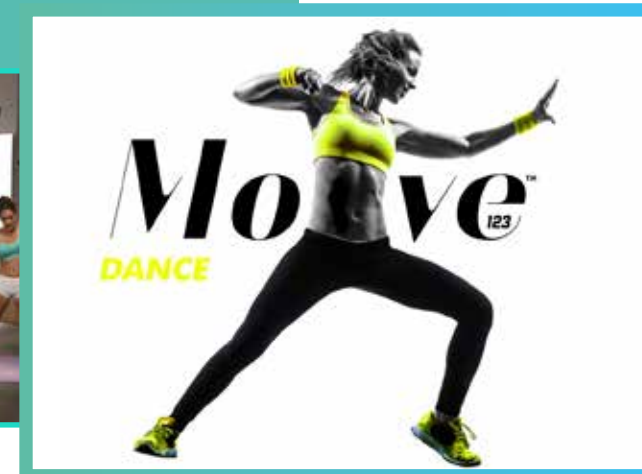
Browse through all of our virtual fitness classes.



Filter by level, duration and class type e.g. cardio, conditioning, mind and body or cycle

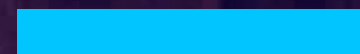


Alternatively, find a class based on our content partners





# ***WEXER VIRTUAL PLAYER***



The Wexer Virtual Player is mounted onto the wall outside your virtual studio and connected to your projector/screen, audio system and the internet.

Our team will oversee the entire installation process so there are no complicated procedures to go through!

# AUDIO VISUAL (AV)

Through working with leading AV providers, we create phenomenal audio-visual experiences in group fitness and cycling studios worldwide. Designing the optimal studio set-up for your facility will start with a site visit from one of our AV specialists.

## FOUR VIRTUAL INSTALLATION OPTIONS:

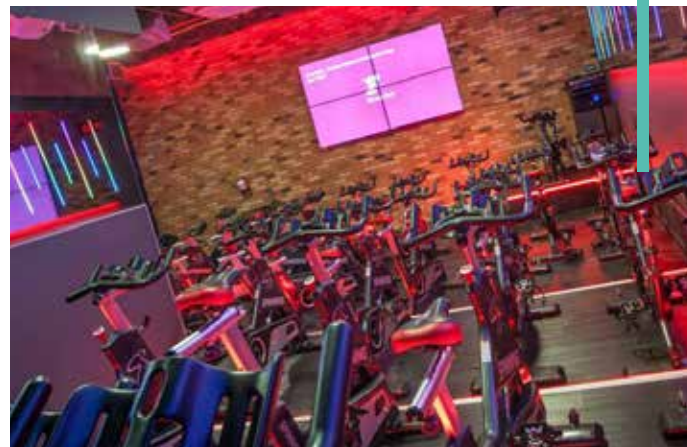


### VIDEO WALL EXPERIENCE

Full HD video wall using 9x55" professional monitors (24/7)

More than 7m2 of immersive virtual experience (375 x 210 cm)

Wall mounts with easy-to-maintain functionality



### VIDEO WALL DELUXE

Full HD video wall using 4 x 55" professional monitors (24/7)

3.5 m2 screen size (250 x 140 cm)

Wall mounts with easy-to-maintain functionality



### LASER PROJECTOR EXPERIENCE

HD laser projector

20,000 maintenance-free operating hours

Lower total cost of ownership than a conventional DLP projector

180" professional fixed frame projection screen (other size options available)



### PROJECTOR DELUXE

4600 ansi lumen HD projector

135" professional fixed frame projection screen (other size options available)

# TECH SUPPORT



Wexer is set up to support the biggest club operators in the world. Our tech team safeguard the core functionalities across business operations to ensure consistent and reliable delivery.

- 01** We monitor Wexer Virtual Players worldwide 24/7 to minimise any operational issues.
- 02** When issues do arise, we respond within 3 hours and most issues are resolved within 24 hours.
- 03** 50% of all issues are resolved within the first 3 hours of being reported.



***SPECIALIST  
SUPPORT***

**03**

# TEN STEPS: THREE STAGES

Your Wexer Account Manager will guide you through every step of the journey, from installation to member marketing and on-going product performance analysis.

## **STEP 1:**

DEFINE THE PURPOSE OF VIRTUAL FITNESS

## **STEP 2:**

SELECT CONTENT FOR YOUR VIRTUAL FITNESS CLASS LIBRARY

## **STEP 3:**

CREATE A TIMETABLE THAT WILL DRIVE MEMBER ENGAGEMENT

## **STEP 4:**

SCHEDULE YOUR TIMETABLE VIA MY WEXER

## **STEP 5:**

SCHEDULE ADVERTISEMENTS, PROMOTIONAL VIDEOS AND SCREENSAVERS

## **STEP 6:**

GET YOUR TEAM ON BOARD!

## **STEP 7:**

PREPARE YOUR MARKETING AND COMMUNICATIONS PLAN

## **STEP 8:**

ORGANISE A LAUNCH EVENT

## **STEP 9:**

MONITOR USAGE AND ON-DEMAND STATISTICS

## **STEP 10:**

KEEP MOMENTUM



# **PREPARE**



# **LAUNCH**



# **GROW!**



# TEN STEPS : PREPARE

## STEP 1:

### **DEFINE THE PURPOSE OF VIRTUAL FITNESS**

To achieve maximum usage, virtual fitness must have a clearly defined role within your club to best impact the member journey.

Your Wexer Account Manager is the key to achieving this.

## STEP 2:

### **SELECT CONTENT FOR YOUR VIRTUAL FITNESS CLASS LIBRARY**

Now you know who you want to target, the next step is to select which content to include in your virtual fitness library.

**TOP TIP:** Review your current group exercise timetable and determine what classes are most popular and what classes are in demand.

## STEP 3:

### **CREATE A TIMETABLE THAT WILL DRIVE MEMBER ENGAGEMENT**

The three main reasons why members take part in virtual fitness is because it provides flexibility, convenience and variety. To create a timetable that will engage your members we recommend the following:

#### **1. CREATE A VIRTUAL FITNESS TIMETABLE THAT COMPLIMENTS YOUR LIVE GROUP EXERCISE TIMETABLE.**

To guarantee optimal engagement from your members, schedule virtual classes alongside your live group exercise timetable. This will reduce the intimidation factor and encourage members to try virtual.

**TOP TIP:** Schedule a virtual class directly after a live class to enhance their workout. For example, if there is a HIIT class taking place from 7:30 – 8:00am, then schedule a virtual core class from 08:00 – 08:15am.

#### **2. ENSURE YOU ALLOCATE CONSISTENT ON-DEMAND TIME INTO YOUR TIMETABLE.**

Allocating on-demand time into your timetable will encourage members to take part in virtual classes at a time that suits them via the Wexer Virtual Player. Consistency of on-demand time will lead to greater interaction and usage.

**TOP TIP:** Allocate consistent on-demand time during off-peak hours, such as 5:00 – 7:00am. This will encourage members to interact with the Wexer Virtual Player and establish a routine.

*Our specialists can create tailor made timetable solutions for your club based on global best practice and quarterly statistics. Contact your Wexer representative today for more details and costs.*

## STEP 4:

### **SCHEDULE YOUR TIMETABLE VIA MY WEXER**

My Wexer is a powerful web interface that allows you to manage your Wexer Virtual Player.

Our specialists will create a bespoke platform for your club allowing you to instantly schedule virtual classes. Once created, your virtual class timetable will automatically save and sync to your Wexer Virtual Player.

Our full library of virtual classes is available to preview anytime so you can always update and change classes!

## STEP 5:

### **SCHEDULE ADVERTISEMENTS, PROMOTIONAL VIDEOS AND SCREENSAVERS**

During on-demand slots, schedule advertisements and promotional videos to engage members.

Through My Wexer you can also schedule short commercials before and after a class starts. Your Wexer Account Manager will provide a Wexer screensaver, alternatively we can create a bespoke one for you!

## STEP 6:

### **GET YOUR TEAM ON BOARD!**

Gaining the necessary buy-in across all departments is crucial to ensuring your virtual fitness strategy is a success; whether that's providing the best digital experience, increasing member acquisition and/or retention.

Morten Andersen, Global Content and Account Manager for Wexer outlines a four-step game plan to get the whole team on board.

### **MAKE EVERYONE FEEL INVOLVED**

When it comes to virtual fitness, everyone in the process is vital and needs to play a significant role in the overall strategy. It is important to remember that when you bring on multiple departments, it may seem like you're adding complexities, but you're adding unique viewpoints that will ultimately help create strategies and tactics that can dramatically enhance your virtual fitness strategy.

# TEAM BUY-IN:

## ENGAGE

Provide your team with detailed information about Wexer Virtual and the purpose of it within your business. Be clear on how virtual fitness impacts each department and what they need to know. We provide template packs including FAQ documents for you to distribute to staff members.

## BRAINSTORM

When it comes to preparing your virtual fitness timetables and marketing assets, encourage staff to brainstorm effective tactics for their relevant clubs. Remember, they are the direct link to members.

## EDUCATE

Invite your team to attend a virtual fitness workshop. We advise club operators to inform the team in more detail, why they are installing virtual fitness and how it will benefit each department, as well as what is expected from them. Use this event as an opportunity to showcase virtual fitness and invite the team to take part in a class!

## SUPPORT

Getting your team on board requires clear communication and the willingness to listen. Involving all necessary departments and giving staff the resources and tools they need can transform the idea of virtual fitness from something that is feared into a goal that can be accomplished.

We have created resources and a checklist you should consider when introducing virtual fitness. These questions will help build your team's confidence as well as eliminate any concerns.



# TEN STEPS : LAUNCH

## STEP 7:

### PREPARE YOUR MARKETING AND COMMUNICATIONS PLAN

Your marketing and communications plan will significantly impact the success of virtual fitness in your club.

To support you, our marketing specialists have created assets and guidance for every touch point across the member journey, from member inductions to how virtual fitness is described on your company website.

Our marketing assets range from digital, including social media tiles, promotional videos and trailers, through to print materials such as posters and roller banners. Your Wexer Account Manager will provide essential information to guide your marketing efforts.

For more tailored marketing plans, we provide a bespoke service whereby our in-house marketing specialist will conduct an analysis of your member journey and devise a strategy intended to build awareness of virtual fitness and drive participation.

## STEP 8:

### ORGANISE A LAUNCH EVENT

Our experience and research shows that clubs which host specific events to launch virtual fitness achieve increased levels of participation over a prolonged period.

#### TOP TIPS:

- Communication: Invite members to attend well in advance and send reminder emails nearer the time. Promote the event across your social channels and website.
- VIP: Create anticipation by organising an exclusive soft launch with limited spots available prior to the full launch. Invite your most loyal members, PT clients or allow staff to invite members.
- Schedule: Clear the class schedule for the entire event and schedule virtual classes only.
- Set the mood: Increase the volume and prepare the studio for a party.
- Prep the team: Conduct a team briefing prior to the event to ensure everyone is clear on roles
- Official introduction: Say a few introductory words describing virtual fitness and how great it is!
- Guest pass: Virtual fitness will attract new members so hand out free passes.
- Make a party: Make sure it's a night to remember. Serve good food and drinks, and take lots of pictures!

# TEN STEPS : GROW

## STEP 9:

### MONITOR USAGE AND ON-DEMAND STATISTICS

Learn more about what your members want through My Wexer. Our on-demand features enable you to access usage data and identify what virtual classes are most popular and at what time of the day!

## STEP 10:

### KEEP MOMENTUM

With the launch event successfully completed, it's time to plan how to keep the hype. Make sure to treat your virtual schedule as you would your live, and keep it interesting for your members.

#### TOP TIPS:

Choose an activity every quarter and notify your Wexer Account Manager so they can support with the execution:

- Theme nights
- 3 in 90 events
- 8-12 week programmes
- Re-launch events
- Social media campaigns

We provide support 24/7 so whether it's a technical query, or something related to the execution of virtual fitness then we are always on hand to help.



# WHY WEXER?

Instant relevance to members inside and outside the four walls of the gym

Improved brand awareness by having access to the best and most current fitness experiences

Access to new and significant revenue streams

Increased customer satisfaction and loyalty to reduce churn

# wexer

**FITNESS IS DIGITAL**

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[www.wexer.com](http://www.wexer.com)