



MEDIA KIT HIGHLIGHT

*Fliiiight Raises the Bar for Silent Smart Trainers*



# Media Release

For immediate release: September 4th, 2019

## *Fliiiight Raises the Bar for Silent Smart Trainers*

*The 4iiii-STAC partnership introduces the world's quietest smart trainer for \$599 USD*

Friedrichshafen, Germany (September 4, 2019) - This week at EUROBIKE, sports innovator [4iiii Innovations Inc. \(4iiii\)](#) unveils *Fliiiight*, a breakthrough new smart trainer that extends top-tier performance, functionality, ease-of-use and capability to a broader global community of cyclists.

"We promised the market disruptive innovation when we [acquired STAC Performance](#) and now we're delivering on that commitment, with a new brand, a fresh product design, and revolutionary engineering enhancements," says Kip Fyfe, CEO of [4iiii](#).

*Fliiiight* makes the indoor training experience simply better. The smart trainer's proprietary direct induction resistance algorithms, unique to [4iiii](#), deliver a flywheel-free, zero-contact, pre-calibrated ride. This means no tire wear, the quietest ride on the market, superior ease of set up and a great road feel, all while keeping your wheel on and your bike road-ready. *Fliiiight's* portable design and quiet experience makes it the perfect training tool for urban-dwelling cyclists.

"*Fliiiight* is the culmination of what we had initially envisioned with the trainer experience: silent and lightweight, industry-leading ease of setup, and a complete training experience on any platform," says Andrew Buckrell, creator of the STAC Zero and [4iiii's](#) Technical Director.

The *Fliiiight Smart Trainer* allows cyclists to take their athletic performance to the next level, fully integrating with popular training software such as Zwift and TrainerRoad and complementing other [4iiii](#) products to create the perfect training trifecta of power measurement, heart rate monitoring and indoor training.

The *Fliiiight Smart Trainer* will be available for delivery in October 2019 from select retailers. See *Fliiiight* in action for yourself at EUROBIKE 2019.

Visit the [4iiii](#) team at B3 - 209 or visit [4iiii.com](#) to join the standby list for *Fliiiight's* limited first release.

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# Company Background



4iiii is a Canadian sports technology company based in Cochrane, Alberta at the threshold of the Rocky Mountains and in the heart of a recreational paradise. We are a team of engineers and athletes dedicated to improving personal performance through the development of superior training tools. Our products are high tech and deliver highly accurate and easily accessed data.

4iiii has earned a global reputation for technology leadership and setting the bar for the gold standard. 4iiii PRECISION and Podium Powermeters are the lightest, most accurate, waterproof, and reliable power training tools on the market. They offer extensive performance monitoring features providing reliable and real-time information about the effort being applied to move a bicycle forward. The data provided is key to making the cyclist stronger and more strategic. Complementing the benefits of powermeter data, 4iiii also offers the Viiiiva Heart Rate Monitor and Fliiiight Smart Trainer. Viiiiva is more accurate and responsive than other heart rate monitors and provides up to 60 hours storage of your training data. Fliiiight is a silent, non-contact smart trainer that allows for indoor training.



# Media Assets

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Post 1



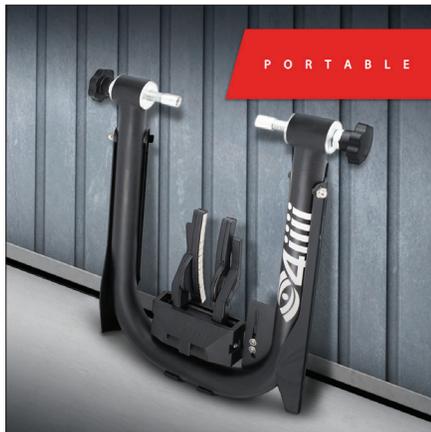
*Fliiiight* has landed. Silent. Portable. Zero Contact. Introducing the 4iiii *Fliiiight* Smart Trainer. @4iiiiicom #Poweredby4iiii

Post 2



Powerful magnets integrated on *Fliiiight*'s frame generate resistance against your wheel without any contact, allowing for a near silent training experience and realistic road feel. @4iiiiicom #Poweredby4iiii

Post 3



*Fliiiight*'s virtual inertia decreases the smart trainer's overall weight, the sleek design folds flat for maximum portability and a 2+ hour battery-powered operation allows you to train anywhere, anytime. @4iiiiicom #Poweredby4iiii

Post 4



The 4iiii *Fliiiight* Smart Trainer's zero contact induction technology means no tire wear and no wheel removal. Never buy another trainer tire again. @4iiiiicom #Poweredby4iiii

# 4iiii Product Family



## PRECISION P O W E R M E T E R

The industry leading single-side **PRECISION Powermeter** is the choice of pros and recreational athletes alike. Proven at the highest levels of international competition, **PRECISION** sets the bar for performance in cycling disciplines from road and mountain biking to indoor and triathlon. World Tour winning **PRECISION Powermeters** use 3D strain gauge technology to offer exceptional accuracy in a compact, highly durable and waterproof training tool. Active temperature compensation ensures accurate results in a wide range of conditions.



## Podium P O W E R M E T E R

The single-side **Podium** brings extensive crank compatibility and World Tour accuracy to a lightweight, low profile powermeter with the added benefit of a rechargeable battery. **Podium** takes advantage of our 3D strain gauge technology in a format that is even easier to use and maintain.



## PRECISION PRO P O W E R M E T E R

Ridden by the pros, **PRECISION PRO Powermeters** deliver all the benefits of the single-side model (exceptional accuracy, 3D strain gauge technology, lightweight design, waterproof, active temperature compensation and ANT+ and Bluetooth® compatibility), plus a breakdown of left and right wattage. Perfect for those who need specific power output from each leg, or anyone who simply wants the best powermeter on the market.



## Podium Pro P O W E R M E T E R

The **Podium Pro Powermeter** puts dual-side function within reach of a single-sided budget. With the same features and 3D strain gauge technology as the single-side **Podium**, the **Podium Pro** brings World Tour accuracy to a rechargeable, lightweight and low profile powermeter that gives individual leg wattage to get the most out of training and racing.

# 4iiii Product Family



## Viiiiva

Trusted by pros and enthusiasts alike, *Viiiiva* is highly sensitive and responsive. By measuring the time between each heart beat, users can precisely analyze their heart rate variability. *Viiiiva* passthrough can collect data from ANT+ products and transmit to Bluetooth enabled devices to view your data in real time. Collected data will also be stored in a single file on your *Viiiiva* to download after your workout so there is no need to bring a device with you every time. *Viiiiva* is comfortable and easy to wear, featuring a soft, flexible strap for a perfect fit.



## Fliiiight

With near silent operation and ease of setup, the *Fliiiight Smart Trainer* raises the bar for your next sweat-inducing session on your favourite training app. The battery powered operation of *Fliiiight's* zero contact induction technology means your workout can be anywhere, anytime. Its lightweight and sleek design means it can easily be stored away to avoid clutter in your home.



*4iiii.com • #poweredby4iiii*

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