



A packed studio to celebrate the grand opening on July 18, 2016.

A Revolutionary Cycle Experience Has Arrived



Fitness Director Cindy Blake is flanked by two MYZONE screens in the studio.

PHOTOS: COURTESY OF MIDTOWN ATHLETIC CLUB

THE NEW, STATE-OF-THE-ART CYCLE STUDIO at Midtown Athletic Club in Palatine opened on Saturday, July 16. The space combines all the elements of the world's leading cycle studios into one unique and unrivaled space. Once a cyclist walks inside, it will become immediately apparent that this cycling experience is like no other.

The studio features 44 Matrix IC7 cycling bikes, the most advanced indoor cycle bike ever designed. Its Coach By Color training console's display lights up in one of five colored zones, which match the cyclist's power reading or heart rate output, so the cyclists know if they need to adjust their effort.

This console is very similar to that of MYZONE, the activity tracker belt and its associated biometric screen, which monitors an individual's heart rate to determine effort exerted during exercise. The club has been equipped with MYZONE for over eight months.

MYZONE is also part of the new studio, as

two of the four screens in the studio are devoted to it. The technology provides cyclists with accurate and personalized results that will help cyclists maximize their workouts. MYZONE incorporates a unique point system that adjusts according to a user's fitness level, and rewards effort, not overall fitness.

The other two screens in the cycle studio are devoted to MyRide, which allows for virtual ride programming to fit individual schedules. The virtual ride experience allows cyclists to participate in their choice of 40 simulated journeys on the most scenic roads on the planet, whenever they would like.

The architecture of the cycle studio features elevated, stadium-style platforms for the bikes, RGB lights around the base of the stairs which match the lights in room, and a light curtain behind the instructor for programmable light shows, which are queued up via iPad.

In addition, the studio has Apple TV built-in, so all the advanced technology featured through-

out the space can be controlled with the touch of a button.

The club has taken a thoughtful approach to the artwork in the new studio. The back wall features a wallpaper photograph of Chicago's iconic Wells Street Bridge.

Richard Earney, National Program Director for Midtown Athletic Clubs says, "The cycle studio represents Midtown's new branded approach to cycling. This space is innovative, cutting-edge, and absolutely unrivaled in the industry."

The new studio provides cyclists of all abilities with a boutique cycling experience that utilizes state-of-the-art technology to ensure that workouts are not only fun, but also effective and results-based.

For more information on the cycle studio, or to try a class, visit www.midtown.com/palatine.

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