



PRESS RELEASE

## Introducing Startona: A New Exercise Game for Indoor Smart Trainers

OSLO, Mar. 12, 2024 - Startona AS announces the release of Startona Speed Circuit, a new and unique exercise game for indoor smart trainers.

Startona is designed from the ground up to turn turbo-trainer workouts into intense gaming sessions. To achieve this, Startona combines structured workouts with exercise games, each purpose-built to boost specific aspects of the player's fitness like speed, power, and endurance.

Startona contains all the features you would expect from a modern indoor cycling app: personalized structured workouts, detailed activity logs, built-in Strava support, regular content updates, and various fitness tracking systems to help players stay motivated.

But the best part about Startona is its ever-growing library of arcade-style challenges, like a gamified group ride where the goal is to use drafting and other strategies to save energy, or a space shooter that requires players to hit the right target power to fight off enemies.

All of Startona's unique levels and characters are inspired by the mystique and tradition of Japanese Keirin, creating a colorful universe full of ancient wisdom on how to become fit and fast.

Whether playing solo or competing with a friend on the other side of the world, Startona offers the flexibility for players to exercise when and how they desire.

All that is needed to play Startona is a smart trainer and a web browser.

To find out more, go to [startona.com](https://startona.com).

### Pricing

New players can choose from two subscriptions that include a 7-day free trial with a money-back guarantee.

- Monthly memberships cost \$5.99 (incl. tax).
- Annual memberships cost \$59.99 (incl. tax).

Players without an active subscription have limited access to the game, allowing them to take part in contests without the need to (re-)subscribe.

### About Startona AS

Startona AS is a Norwegian fitness technology company passionate about reimagining the world of indoor cycling.

We believe that regular exercise is the best thing anybody can do for their physical and mental well-being. Therefore, we set out to create an all-in-one fitness platform that is entertaining, rewarding, and affordable. We hope that Startona's unique and fun approach to fitness will bring the joys and benefits of indoor cycling to new audiences.

### Play Startona

Startona's easy-to-use web app requires no installation and is available at [play.startona.com](https://play.startona.com).

All you need to play Startona is a Web Browser with Bluetooth support and a Smart Trainer.

The app has been verified to function seamlessly with the latest smart trainers from Wahoo, Tacx, Saris, Elite, and more.

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