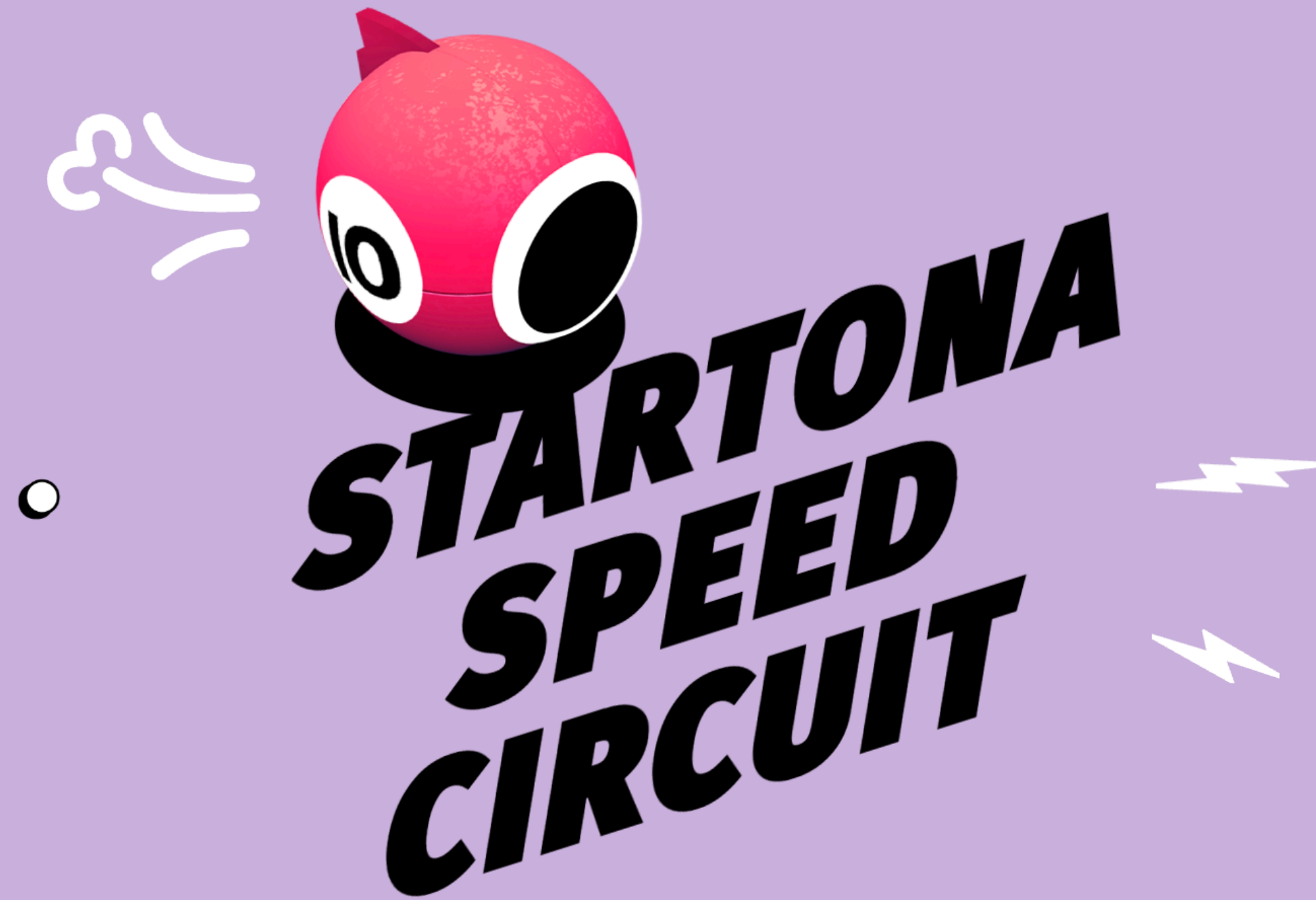


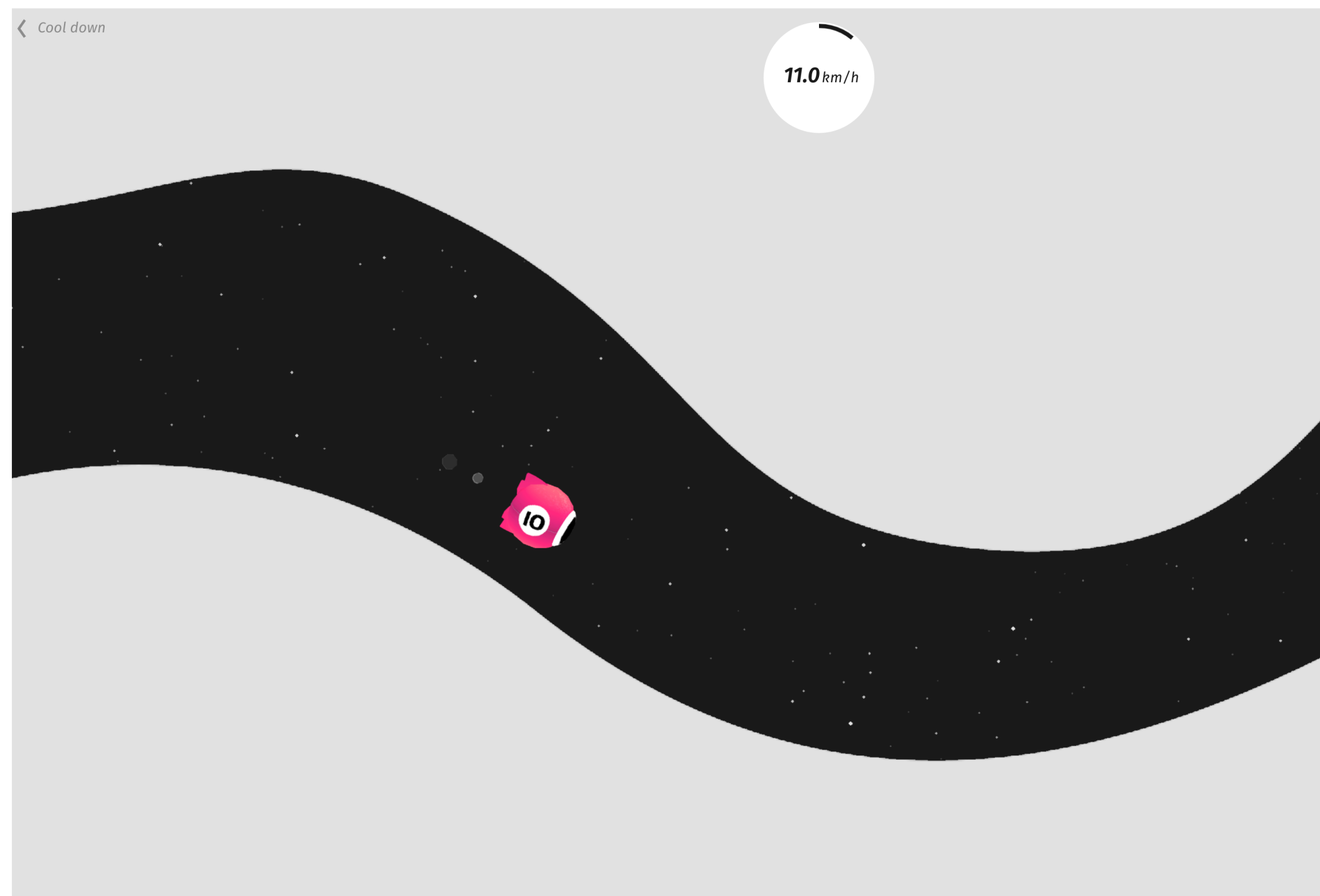
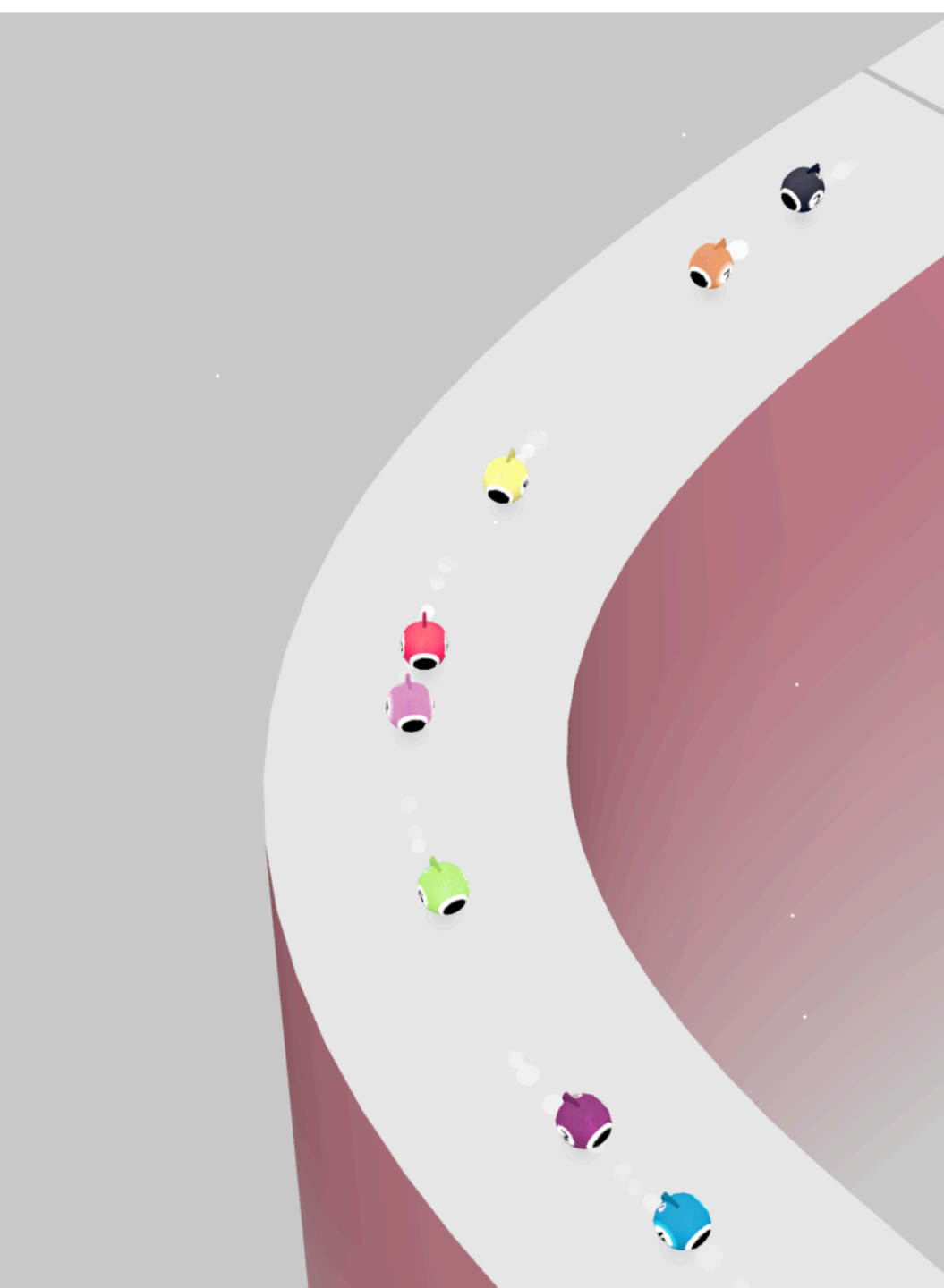
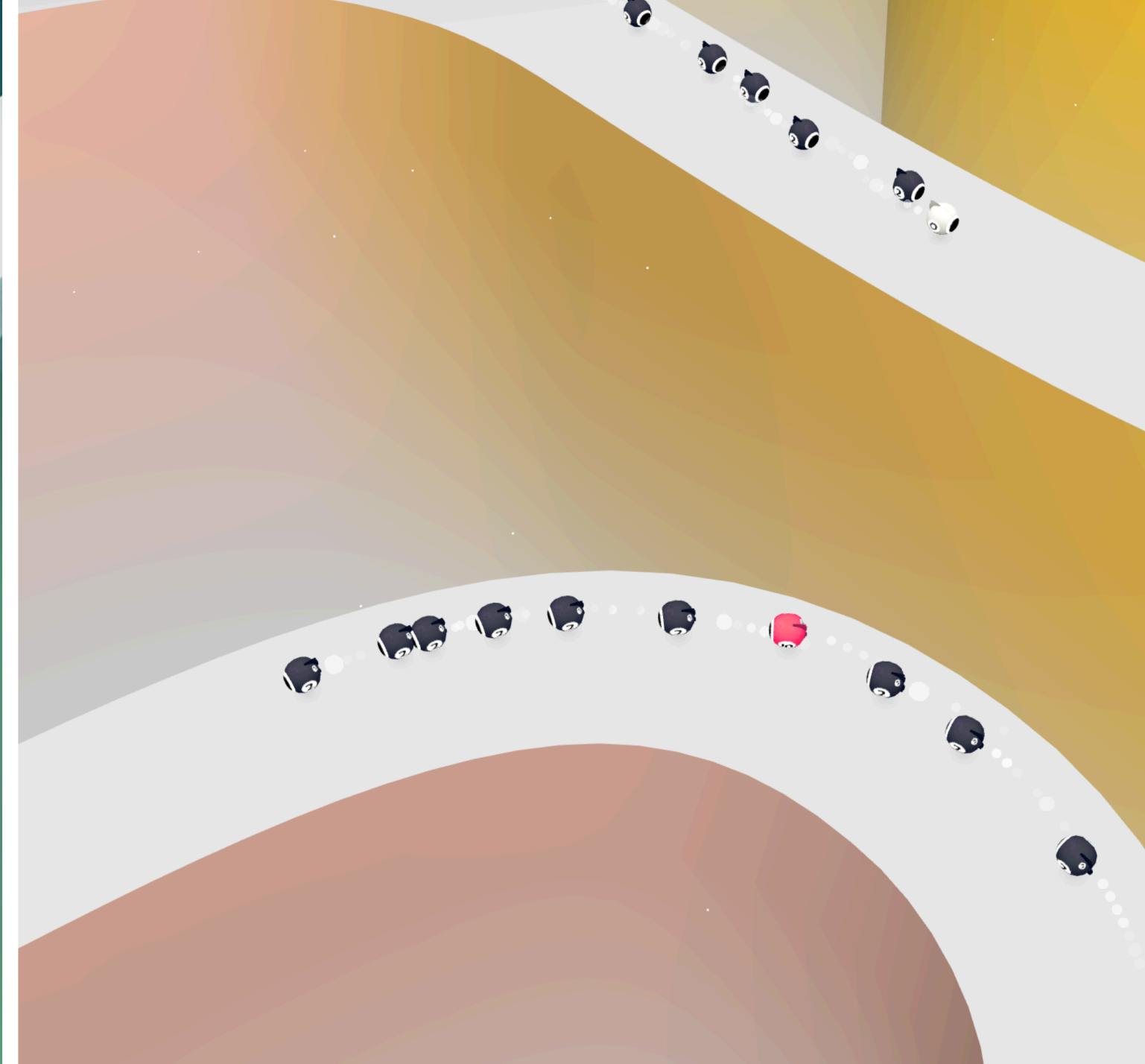
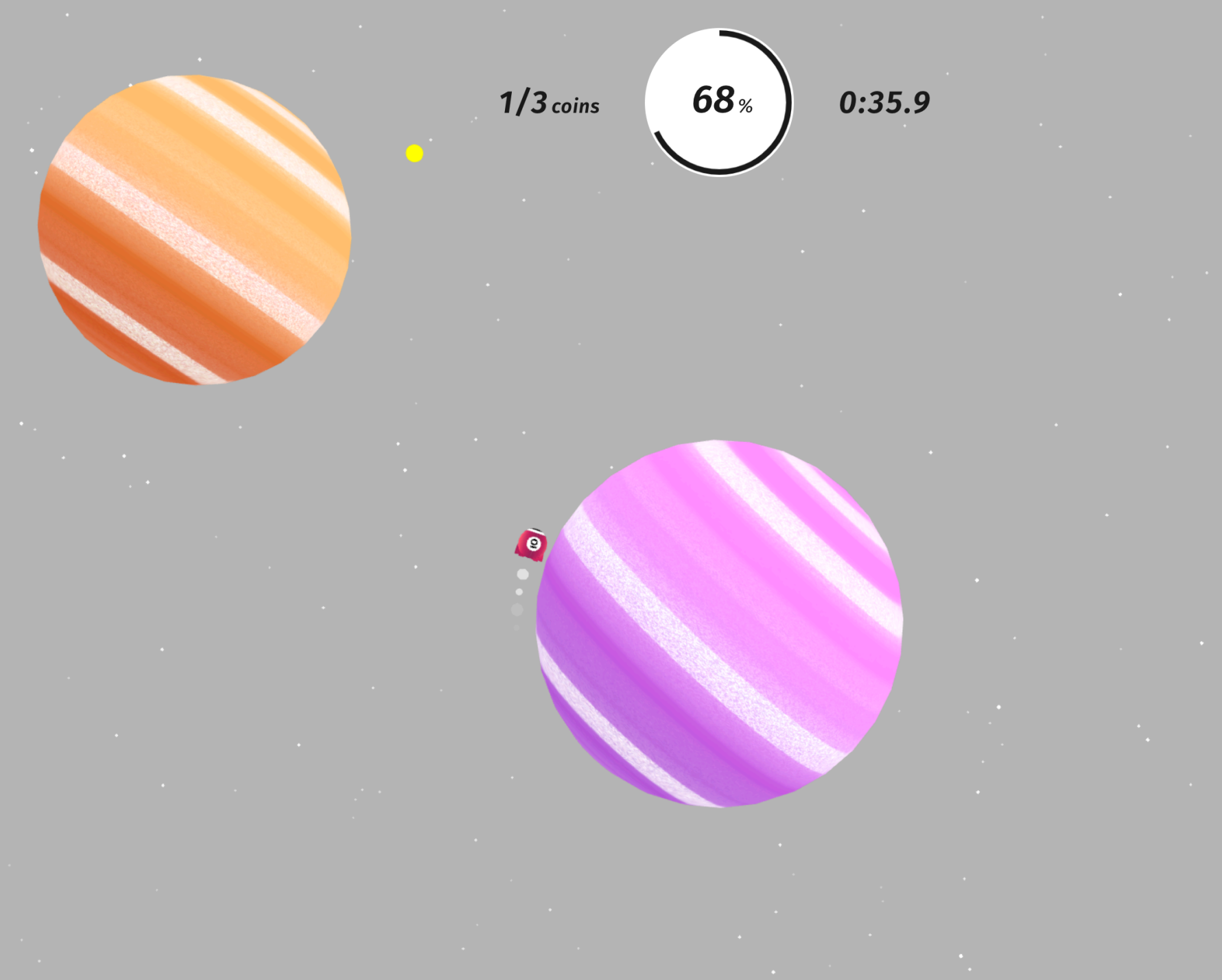


トラックレース



*The Exercise Game for  
Your Indoor Smart Trainer*

Press Kit 2023 (version 1.2)



## ***Introduction***

*Startona is an all-in-one exercise app inspired by the thrills and traditions of Japanese Keirin racing.*

*In short, Startona is a collection of interactive workout games controlled entirely through cycling on your indoor smart trainer. The app provides a wide range of content with distinctive challenges and unique objectives to ensure your workouts stay varied and fun.*





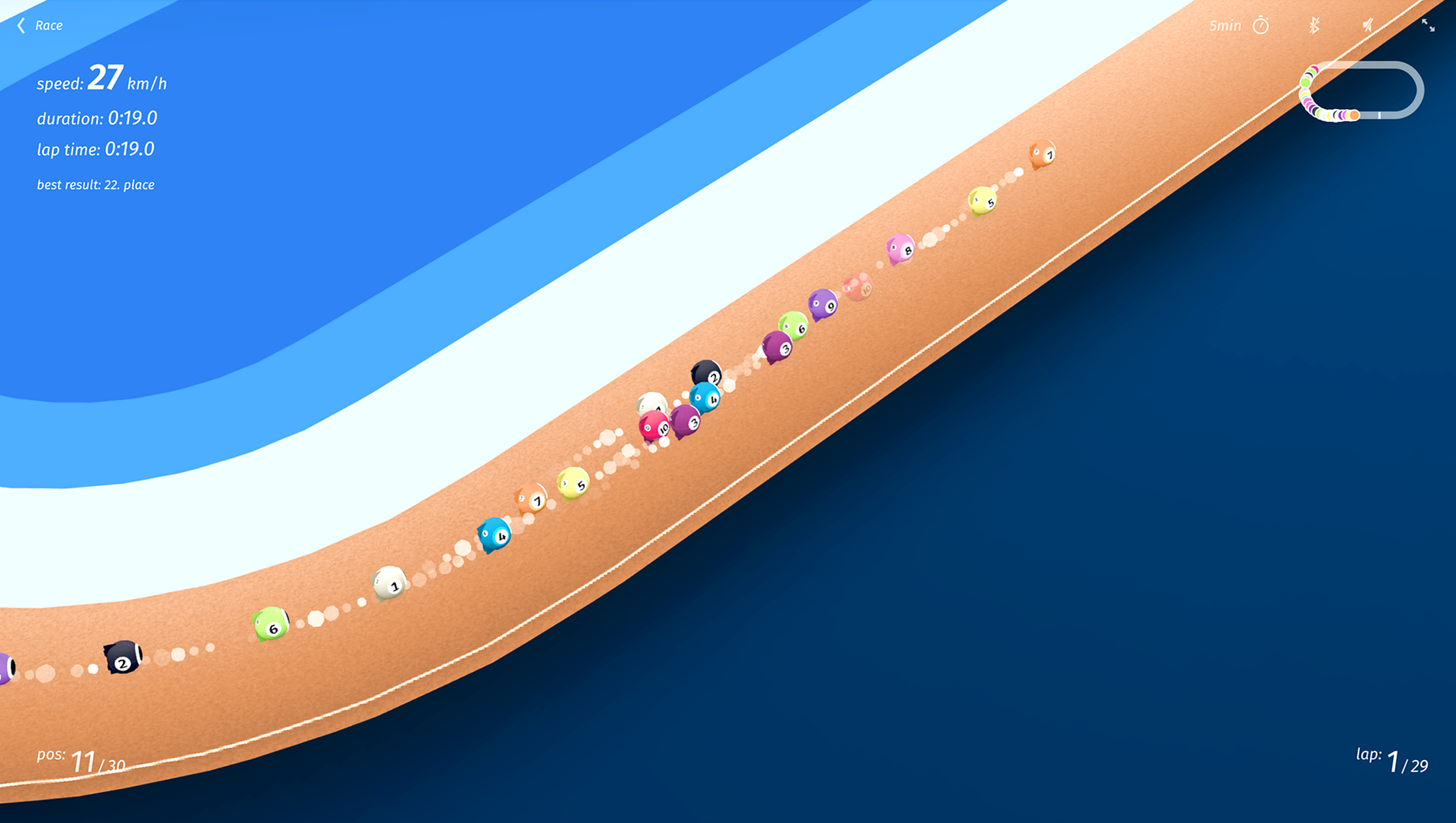
Keirin race in the Omiya Velodrome in Saitama

image license: CC BY-SA 3.0



*The game aims to provide excellent workouts by offering players a wide variety of single-player exercises and online challenges.*





Game footage of a single-player elimination race

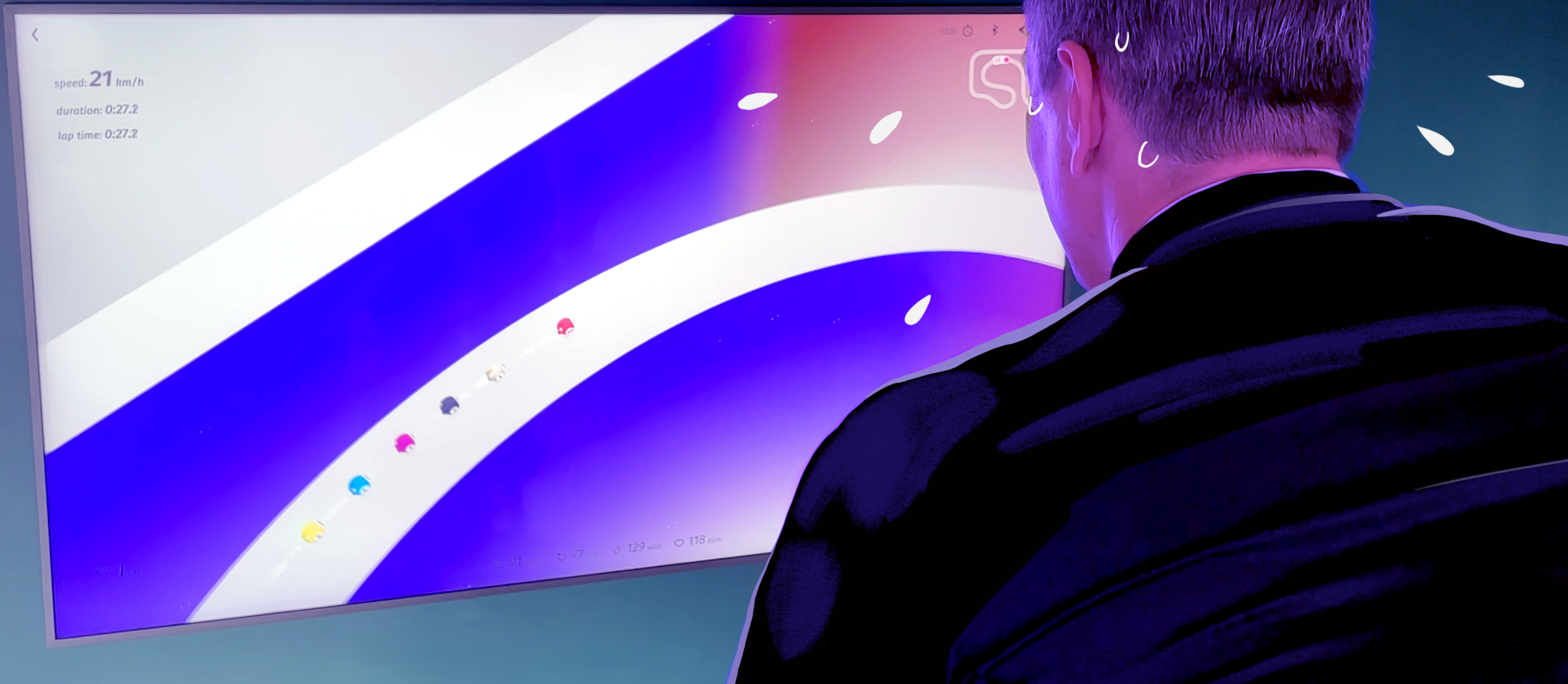


## **Solo Play**

*Startona offers a wide range of single-player workouts that are grounded in modern sports science to ensure real and lasting fitness results.*

*What distinguishes Startona from other indoor training apps is its approach to constructing workouts from modular exercise games. Each game module is designed to provide the player with unique targets to improve specific fitness aspects.*





speed: **21** km/h

duration: 0:27.2

lap time: 0:27.2

122%



lap 1 of 6

21 km/h 77 rpm 129 mph 118 bpm

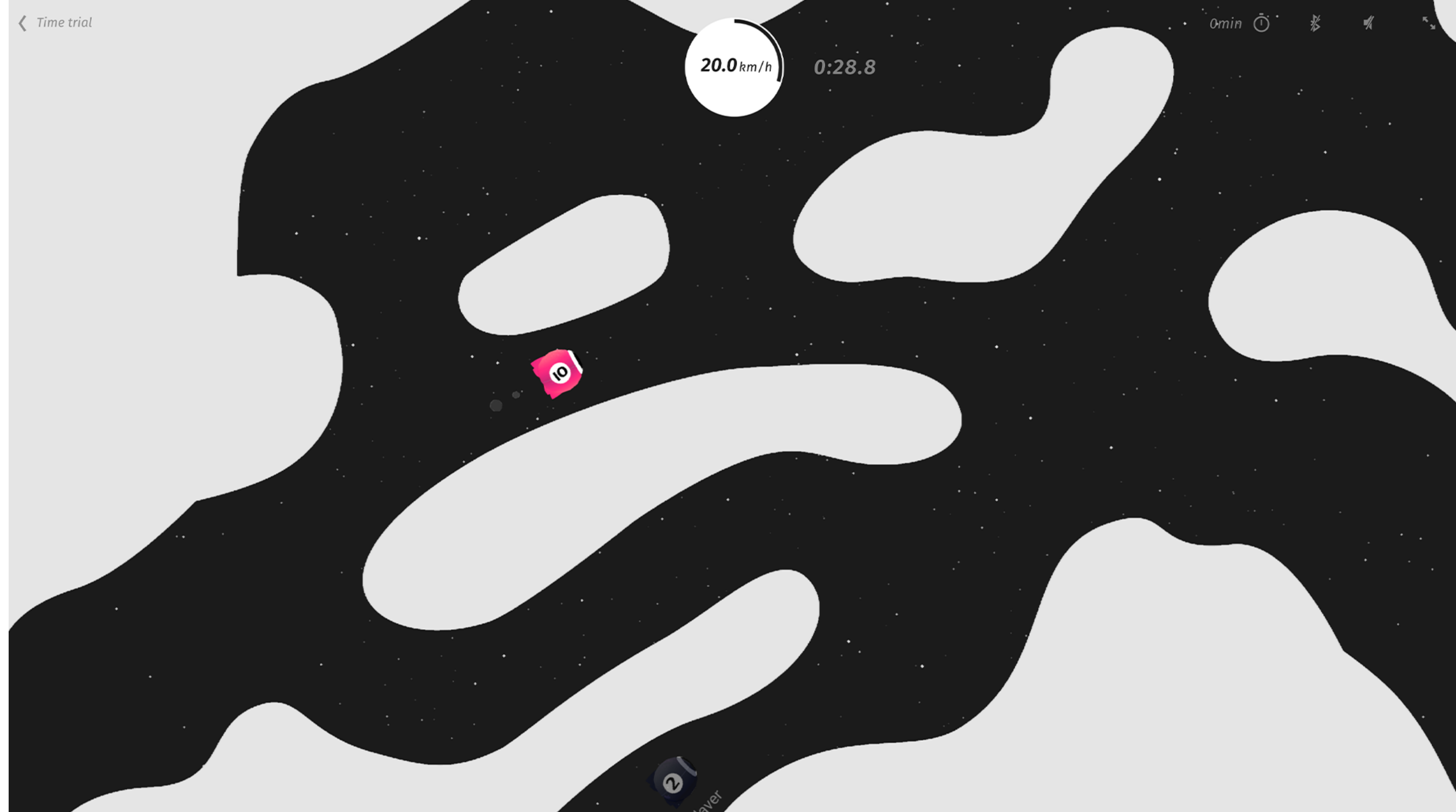


## ***Compete with Friends***

*Online challenges allow players to connect with friends worldwide and compete with each other whenever they like.*

*Additionally, players can share their personal "athlete ID" globally, allowing others to race holographic recordings of their best rides.*





*Multiplayer gameplay footage of a player (in pink) attempting to find a faster route than the current track record displayed at the bottom of the screen.*



### ***But is it on Strava?***

*Startona makes it easy to share workouts with friends.*

*The game has built-in Strava support, allowing players to easily share and analyze their efforts. You can also manually download your workout as a .fit file and import it into other apps.*



## ***How to play***

*To play the game, go to [play.startona.com](https://play.startona.com) and create a free account. Then, connect your Smart Trainer and other fitness sensors to the game via Bluetooth, and you'll be ready to go.*



## ***System requirements***

*To play Startona, you will need a web browser that supports Web Bluetooth, such as Google Chrome, Microsoft Edge, Opera, and Brave.*

*Startona works on most major operating systems, including Windows, Mac, Linux, Android, and ChromeOS. (iOS support is planned)*

*Most modern Smart Bikes or Smart Trainers will work as long as they support Bluetooth. Older technologies like ANT+ are currently not supported, although we are constantly improving hardware support.*



*to learn more please visit*

**[startona.com](https://startona.com)**

*to exercise*

**[play.startona.com](https://play.startona.com)**



# ***About Us***

*Startona Speed Circuit is developed by Startona AS,  
a Norwegian game studio dedicated to creating  
engaging indoor cycling games and promote an  
active and healthy lifestyle.*





## ***Our mission***

***“ We create tools to support people who want to live active and happy lives.***

*We believe that frequent exercise is one of the most important cornerstones to a happy and healthy life. Therefore, we want to make exercise accessible and rewarding and promote a sustainable approach to fitness by establishing healthy habits over time.*



## ***Our vision for Startona Speed Circuit***

*With Startona Speed Circuit, we aim to bring something innovative to the indoor cycling ecosystem and ignite greater enthusiasm for the sport.*





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