

PRESS RELEASE

Personal Coaching Meets Machine Learning: Freeletics Bodyweight Gets Major Update

Munich, February 1st, 2017 – Since launching in 2013, [Freeletics](#) has created some of the world's most popular fitness apps, setting itself apart through its highly personalised, effective and motivational training systems. Today, the flagship Freeletics Bodyweight app becomes better than ever with new exercises, hundreds of new workouts and in-built artificial intelligence (AI). The new features will also take previous time pressure away from users, whilst giving them 300% more variety in their training plans.

An improved digital Coach thanks to machine learning and AI

The Freeletics Bodyweight Coach has been given a major upgrade with new AI technology. Thanks to machine learning, the new Coach is more personal and intelligent than ever – now actively learning from all 14 million users' performance and progressing with them over time. So, when more people train, the more the Coach will learn and the more every user will benefit. Thus, both beginners and experienced Athletes will always get the perfect training plan for their experience and fitness level.

The Coach can now also take dozens of variables into account and compare them with those of other users when assessing an individual's performance and personalizing their training plan. Free Athletes will now receive one perfect plan from a pool of tens of thousands of possible combinations, enabling the Coach to guide every one of them to their own peak performance. The increased Coach intelligence also reduces the risk of overtraining and injury by better evaluating training volume and not assigning certain exercises to certain people, among other measures.

"This is the beginning of a new era of digital personal coaching in the fitness industry," states Freeletics CEO Daniel Sobhani. "Having always been innovators in our field, we wanted to offer even more value and results to our users. So we combined cutting-edge technology with the latest research and insights on training and motivation, giving our users more of what they need to become the best version of themselves."

A new training system for even more personalization

Until now, the Freeletics Bodyweight Coach would assign users a personal training plan, choosing from 29 different workouts and 40 exercises, all available in three difficulty levels and different volumes. With the update, all this has changed. In addition to the original training system, the app now also offers an interval training system, containing new, fully customizable interval workouts put together by the Coach. In the interval training system, there is an almost infinite number of exercise combinations within just one workout, and each new workout is designed specifically for every individual user. This allows the Coach to generate more flexible and precise training plans than ever before.

Another major difference between the two systems is that workouts in the first training system are always done as fast as possible, with users comparing their times and progress. The new system, however, does not record the time taken to train. Interval workouts should instead be performed at a specific pace set by the Coach itself: slow, moderate, fast or maximum. The pace is chosen to best achieve the desired training effect. This means users will experience a

new type of training. No performing under time pressure, no PBs, no excuses - just good form and effective training. 100% personalised.

Workouts in this second training system belong to one of three categories: endurance, conditioning and strength. Endurance workouts are HIIT training, usually completed at an all-out pace to train endurance, while conditioning workouts target muscular endurance at a moderate pace. Strength workouts are usually slower, with the focus being on muscular strength and exercises which are hard for the user.

New exercises for better workouts

In response to feedback from the Freeletics community, the update also contains a number of highly anticipated new bodyweight exercises – a total of 120 will be integrated into the app over the coming weeks, which will help to build more new interval workouts.

“The new exercises include many variations of movements such as pullups, planks and squats, meaning more value for beginners and more challenges for experienced Athletes. No matter their fitness level, users will now always be progressing and learning new movements with their Coach,” explains Philipp Hagspiel, Head of Research & Development at Freeletics.

Thanks to the more intelligent Bodyweight Coach, the new exercises and workouts can target areas of the body more directly, so training plans can be better tailored to achieve specific results. As a result of the new exercises, workouts and Coach intelligence, users will also enjoy three times more variety in their training plans over time. The update also includes optimised exercise tutorial videos, with more camera angles and improved coaching cues to help users learn the proper movements more easily, keeping the risk of injury through bad technique to a minimum.

For the community, with the community

The Freeletics Bodyweight update was developed over many months and based on intense user testing to ensure the best possible results and maximum support for users. And the first impressions are very good: *“The new Coach is by far the most adaptive and personalised plan I’ve ever seen,”* claims long-term Freeletics user and brand Ambassador Michael Homann. Russ Shumaker from LA, who has been a Freeletics user for over three years, also tested the new app: *“The update is much more responsive. It feels more personal and I think we’ll all see even better results thanks to the increased Coach intelligence.”*

“We are very excited to be able to bring so much added value to our community with this update,” comments Daniel Sobhani. *“Just as we tell our users to never settle, we are also continuously working to become better and offer the best possible products to our growing user base. We hope these new features help more people than ever to chase their goals and become the best person they can be.”*

The new Freeletics Bodyweight app can now be downloaded for free in the [App Store](#) and [Google Play Store](#). For more information about Freeletics, visit www.freeletics.com.

Coach Subscription

The new Coach, interval training system and its workouts are part of the Freeletics Training Coach subscription. This subscription also gives full access to the Freeletics Running and Gym Coaches as well as the Freeletics Bodyweight Coach. The Training Coach subscription prices are as follows:

iOS:

- 3 months: €34.99
- 6 months: €59.99
- 12 months: €79.99

Android:

- 1 month: €12.99
- 3 months: €34.99
- 12 months: €79.99

Freeletics Media Channels

- Instagram: <https://www.instagram.com/freeletics>
- Facebook: <https://www.facebook.com/freeletics>
- YouTube: <https://www.youtube.com/freeletics>

About Freeletics

Freeletics has been built around a single vision since day one: to help everyone in the world unleash their full physical and mental potential and become the greatest version of themselves. Freeletics promotes and increases physical fitness as well as mental strength, willpower and self-confidence – all of which are vital tools for shaping a life in accordance with one's desires and goals.

Founded in June 2013, the company has already created one of the most successful fitness movements in the world, with more than 14 million users in over 160 countries. Freeletics also sets new standards as an employer: teamwork, passion and performance are all central values within the company – values that continue to motivate the team of more than 140 employees to continuously develop Freeletics as an international sports and lifestyle brand and constantly optimize and expand the company's product portfolio.

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