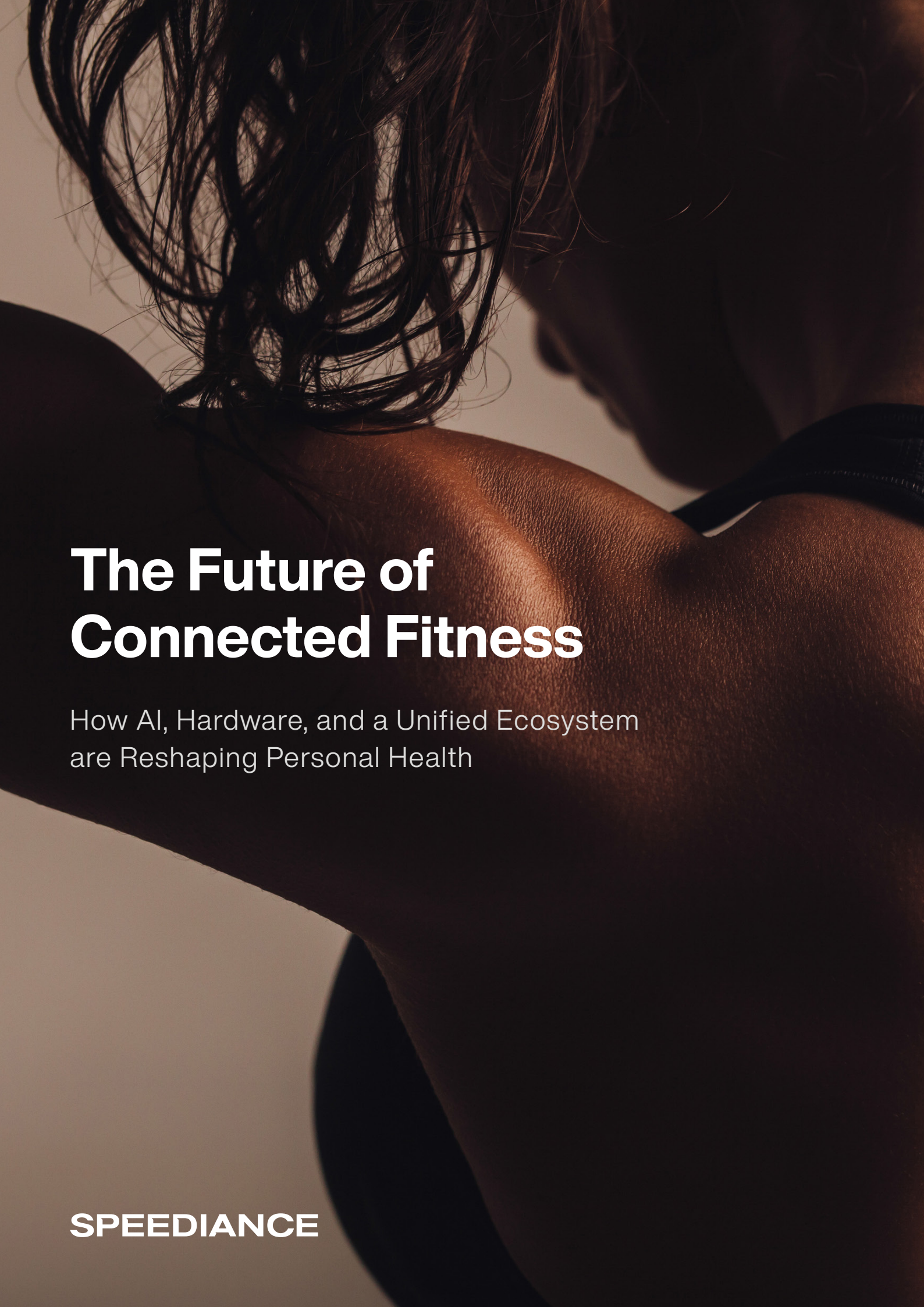

The Future of Connected Fitness

How AI, Hardware, and a Unified Ecosystem are Reshaping Personal Health

SPEEDIANCE

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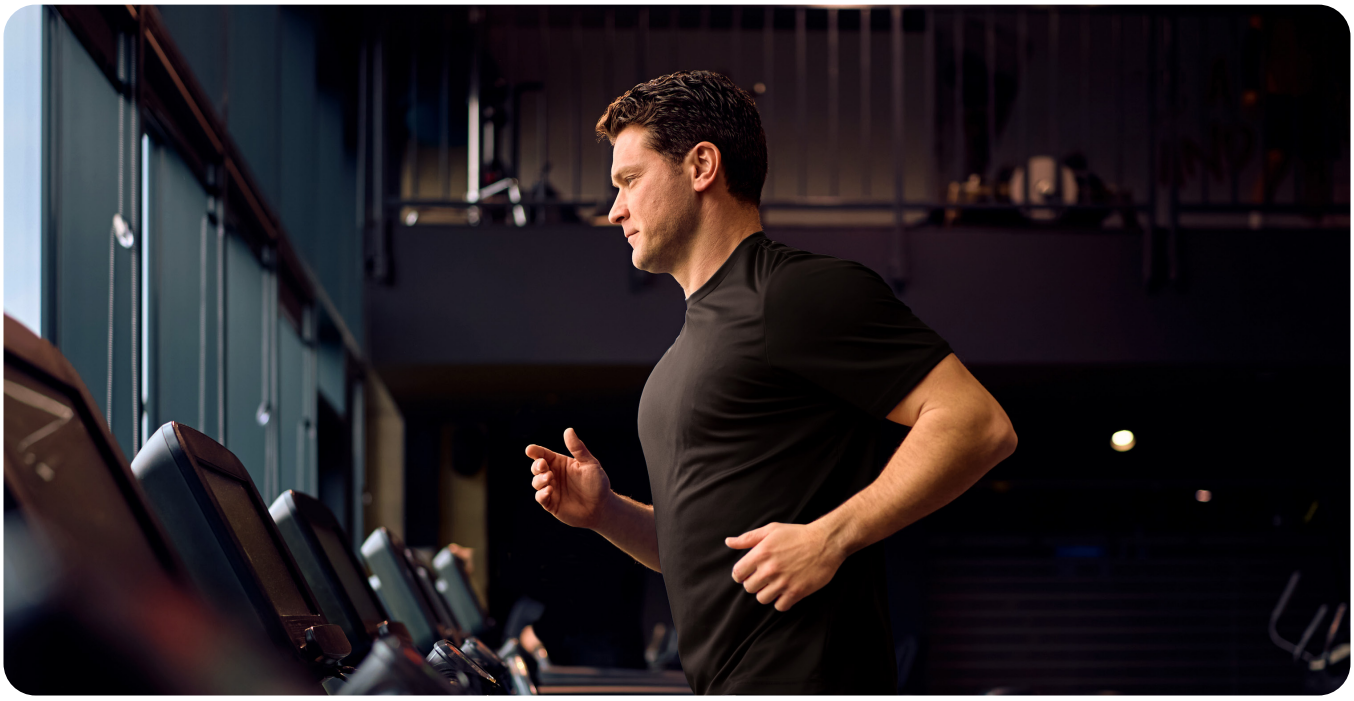


Executive Summary

The last five years have brought a home fitness shift, but it isn't what most expected.

Smart equipment and wearables, and even AI tools, are now the bedrock of how people work out. Each generates health data and insight, but still, long-term health isn't improving. There's more data, but where are the consistent habits and progress it should drive?

At Speediance, we believe the real shift isn't just about exercising at home or adopting smarter devices. It's about a deeper disconnect. The new fitness challenge isn't awareness or access. It's fragmentation. Machines measure performance, wearables track health signals, and apps offer guidance. But the systems and data don't work together to support the people behind them.

That's why motivation alone will not solve health problems. Most people already know what they should do. They're struggling to turn insight into action that can adapt around their life. Without that structure, even advanced tools don't drive progress.

We approach fitness differently. Not as a collection of workouts and devices, but as a supportive system. Solving fragmentation needs unity. Hardware, software, and intelligence, all working in a single, closed-loop ecosystem that learns and adapts, guiding users over time.

Wellness+, Speediance's AI-driven health guidance system, was made to shape this change, by bringing together AI-driven intelligence with connected hardware and continuous feedback.

Wellness+ closes the gap between data and action, and supports consistency as a daily practice.

In this white paper, we explore the forces reshaping connected fitness, why existing models fall short, and how the closed-loop ecosystem moves home fitness from isolated workouts to sustainable and whole-person wellness.

Introduction

No matter the region, age group, or culture, the world is becoming more sedentary. And it's physical and mental health that pay the price. At the same time, people are surrounded by an ever-expanding wave of fitness technologies and information. Each promises insight, progress, and control. Yet despite all this personal health data, longterm, sustainable wellness stays stubbornly out of reach.

For Speediance, we see this as showing the real challenge in modern fitness: awareness has increased, but clarity has not. The industry has spent years optimizing tools while leaving people to find their meaning on their own.

In this paper, we explore why just adding more tools isn't leading to better outcomes, and why truly integrated, meaningful intelligence is the critical next leap in personal wellness.

PART 1

The World Needs Wellness

Regardless of language, culture, or geographical home, more and more workers are tied to a desk. Being sedentary for long periods daily carries very real physical health risks, including (but certainly not limited to):[1]

- Reduced metabolic activity.
- Decreased blood flow and cardiac output.
- Altered insulin responses, leading to greater diabetes risk.
- Adverse impacts on hormone circulation.
- Increased abdominal fat and BMI.
- Weight gain and chronic inflammation.
- Significantly increased mortality risk.

It doesn't stop there, however, impacting mental health through:[2]

- Heightened anxiety, mood disorder, and depression risk.
- Greater stress.
- Poorer sleep quality and increased sleep disorders.
- Lower levels of mental well-being.

With burnout levels now reaching 82% of the workforce across Asia, North America, and Europe,[3] that's a mental and physical toll that can't be ignored. Regular physical activity is one of the greatest ways to improve both personal and public health.

Yet knowing this has never been the hard part. Sustaining it inside real lives has. So first, let's identify what's really holding people back.

PART 2

The State of Physical Fitness Globally

Trying to work physical fitness around responsibilities is a real barrier for many people. Most will recognize these commonly cited reasons preventing them from getting fitter:[4,5]

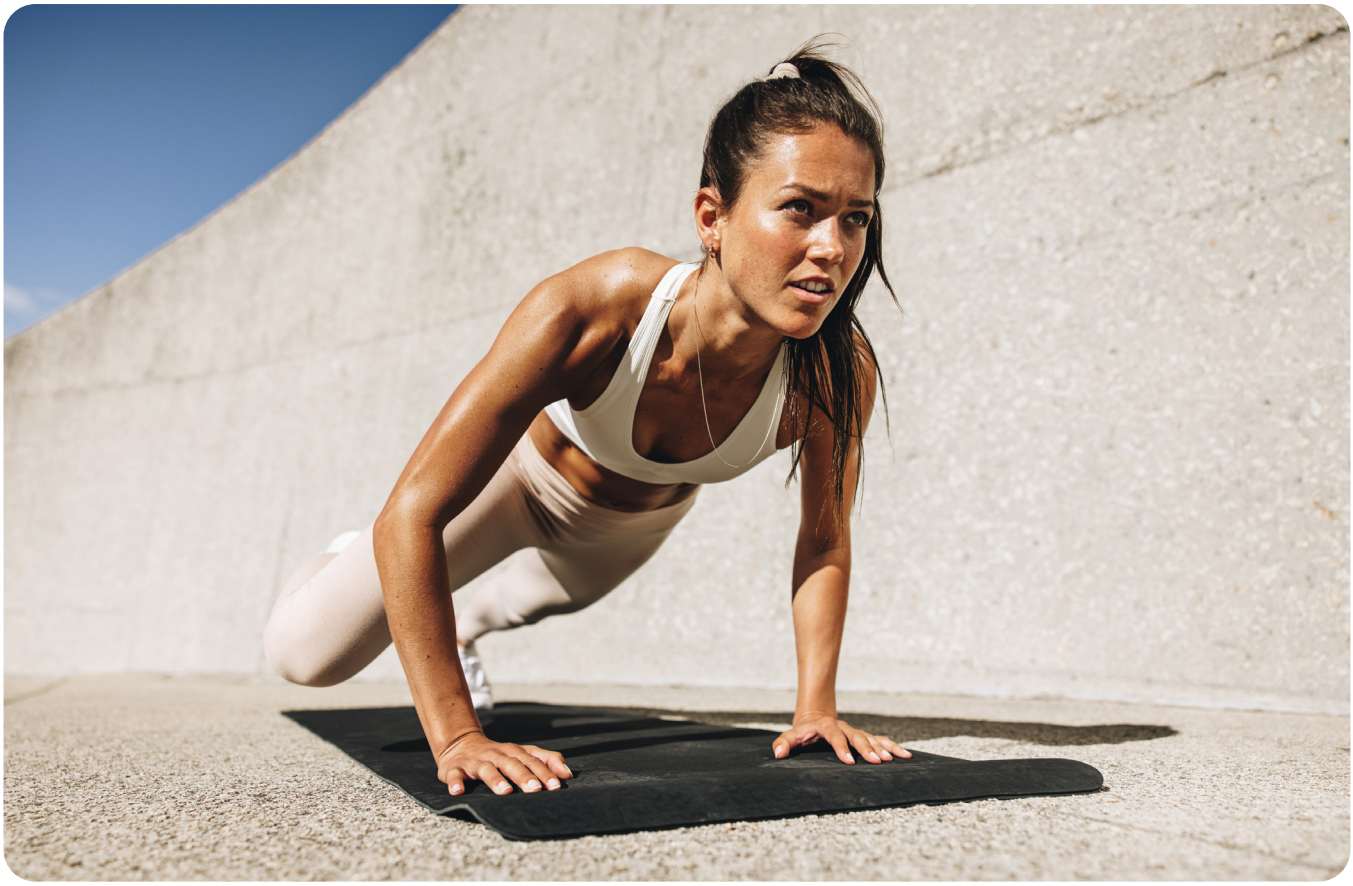
- Lack of time.
- Lack of knowledge, support, or a way to manage their fitness.
- Insufficient access to facilities or a lack of exercise skills.
- Cultural incompatibilities and no social support or motivation.
- Fear of injury.
- Lack of energy.

Additionally, up to 60% of daily sedentary time comes from work settings, over which very few people have real control.[6] Even the highly motivated struggle to stay consistent with exercise.

However, it takes less to maintain physical wellness than many think. The World Health Organization (WHO) suggests just 150 minutes of moderate activity, or 75 minutes of vigorous activity, per week, including 2 strength-building activities.[7] That's a very modest 2.5 hours a week to drastically improve health.

Still, 31.3% of adults do not meet this bare minimum, and the WHO's target of reducing insufficient activity by 15% by 2030 is already off track.[8] 40.3% of North American adults are obese (9.7% severely so),[9] and obesity is rising even in previously lean populations, with 13% of the global adult population struggling.[10]

Knowing and doing still don't align, as health studies have shown, because knowing alone isn't enough.[11] It takes showing up every day, and that's where the real gap happens.



Consistency: The Hardest Problem to Solve

This needed consistency is not just a motivation problem, however. It is also a design problem.

Here is some food for thought: while you would think purchasing fitness-supportive equipment would drive up intention to exercise, it doesn't.[12] The same obstacles consistently hold people back from developing a "habit of exercise":

- Busy schedules disrupt fitness routines.
- People lose motivation when progress isn't visible, but only consistency drives tangible results.
- Fragmented tools offer great potential, but without cohesion, they just drive cognitive overload.
- Overall, training feels unstructured, even with fitness devices available at home.

So, how can these barriers be demolished?

We have one essential goal, and that is "to make it easier for people to stay engaged – not for a week or a month, but as part of a sustainable long-term lifestyle."

That means putting people first, not products or features. And that needs an understanding of how people themselves are changing their expectations around fitness. Let's dive in.

Digital Natives: Demanding Guidance, Structure, and Personalization

Gen Z is shaping the fitness future. What is known about their fitness habits?[13]

36% exercise regularly

30% exercise at traditional gyms

50% want to start, but need help

68% want to start at home

Among regular exercisers, 64% like to choose different workouts, and 72% of them exercise both in the gym and outside of it (a hybrid routine). This generation is highly open to guidance but expects flexibility and digital support. This includes:

- Clear, personalized plans.
- Adaptive coaching.
- Simple integration of strength, cardio, recovery, and daily life.
- Intuitive progress tracking.

Importantly, this generation is taking a more holistic approach to wellness. As our CEO, Tao Liu, puts it:

> *"Individuals want to manage their health daily, not only when problems appear."*

These expectations show a clear shift: fitness systems must move beyond standalone equipment and apps. Instead, they should deliver unified, adaptive experiences for each individual.

This has been the core of our ecosystem strategy, and sparked our first expansion of the connected hardware and intelligence model with the VeloNix, Speediance's connected indoor smart bike, and Gym Monster 2, our flagship all-in-one smart home gym.

But we also believe there's still one more piece of the puzzle missing. And that's truly uniting all these parts into one singular, closed-loop ecosystem.

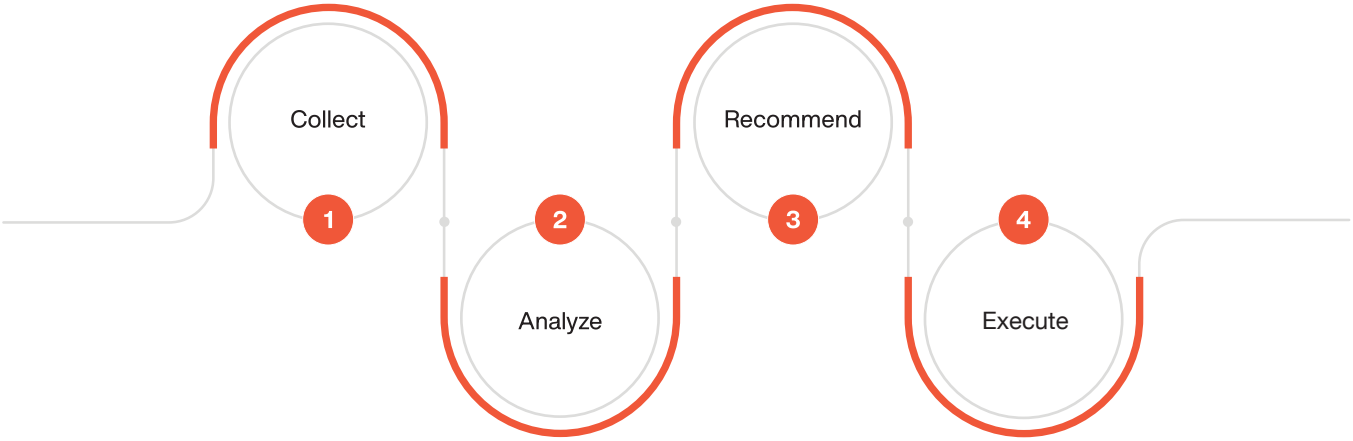
PART 3

Introducing the Closed Loop: Essential to Real Fitness Insight

To support our goal with Wellness+, Speediance's AI-driven health guidance system, the key was going beyond connected devices or data dashboards. We saw the need to bring together intelligence and guidance with actual execution. People need a single system that can act on insight when they need it, not more disconnected tools to interpret and manage on their own.

This led to the idea of a closed-loop system, the key to making AI-driven health guidance truly meaningful to people's lives. Not just population-level advice, but effective personalization, with constant feedback between insight and action.

That's why we designed Wellness+ as a fully integrated ecosystem. By controlling both hardware and intelligence, we can close the loop through a surprisingly simple process:



Without this loop fully closed, even the best data remains advisory rather than actionable. What makes this approach powerful is its ability to execute every step within a single system. Recommendations are carried out safely and precisely through connected equipment, and those results immediately inform future guidance for continuous improvement.

Most traditional resistance-based equipment cannot support this real-time adaptiveness. Likewise, traditional app-based solutions cannot fully bridge the gap. Without direct hardware control, the loop remains open. Closing it turns data into guidance, and guidance into lasting behavior change.

PART 4

The Problem of Fragmented Fitness

We want to create a fitness world where more people have the tools and confidence to take control of their health. Wellness+, as a fully closed-loop ecosystem, is our first major step in achieving that goal because it addresses the core problem at the heart of today's fitness: fragmentation.

Today's wellness industry is huge, reaching $6.3 trillion in 2023 and projected to approach $9 trillion by 2030.[14] A rising part is focused on digital data to support fitness goals.

Over the past decade alone, consumers have adopted an unprecedented number of digital tools. Think of wearables, fitness apps, smart gym equipment, recovery trackers, and nutritional tracking platforms. The digital health market is now projected to rise from 2025's $427.24 billion to $1500.69 billion by 2032.[15]

Yet, despite this explosion of data, people are not significantly more consistent or healthier. Consider that this is the typical connected fitness user's experience. Does it sound familiar?

- Tracking steps and heart rate in a wearable device.
- Noting sleep quality in a separate sleep tracking app.
- Gauging strength sessions through smart equipment readouts.
- Logging runs or cycle paths in a cardio app.
- Noting nutritional intake on a dedicated food-logging platform.
- Monitoring recovery scores in yet another separate service.

It's all more things to juggle, but nothing brings those pieces together in a way that meaningfully supports decision-making. Our leadership sums it up perfectly:

> *"Users are left to interpret all of this on their own, and most simply don't have the time or expertise to make sense of it all."*

Decision fatigue sets in, motivation declines, and consistency drops. Even with better data, many still feel their training is unstructured, and their goals based on guesswork.

For us, this fragmentation isn't a minor inconvenience. It's the real obstacle preventing users from answering basic health questions. Do they know when to push or rest? Can they tell if they are making progress?

Until this structural issue is addressed, more data alone will not create better outcomes. Wearables and apps, and smarter machines, were a step in the right direction. But they aren't (yet) delivering what is really needed. That needs the closed-loop system.

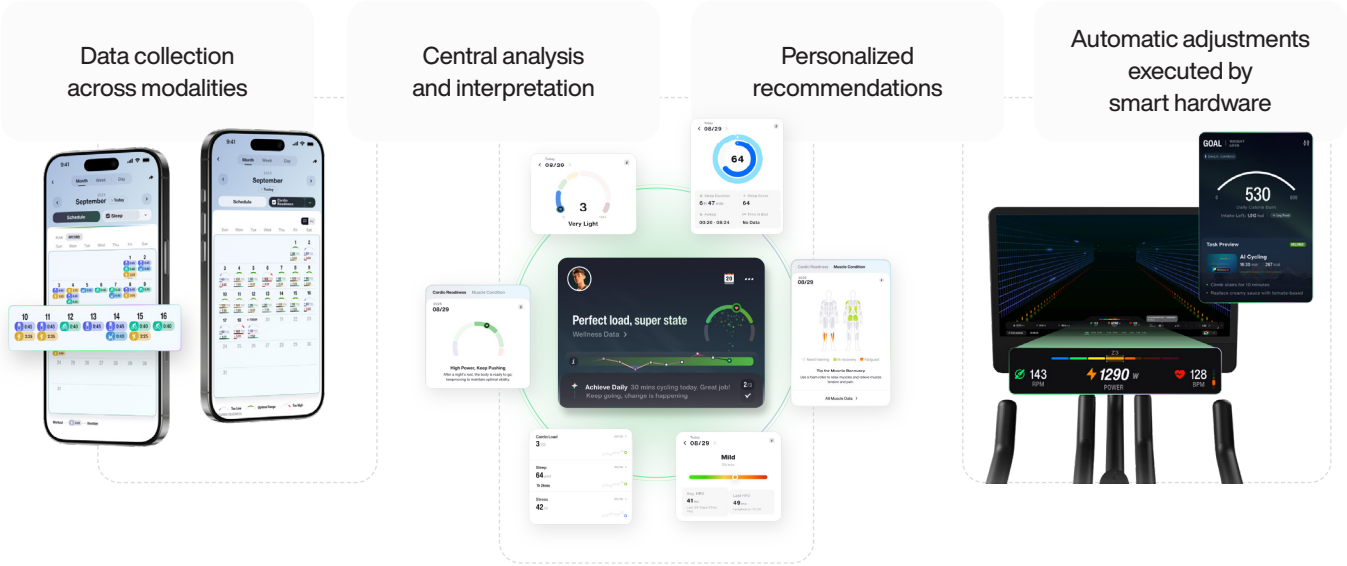
Fragmentation Impacts Data and AI, Too

This fragmentation does more than just frustrate users. It undermines the vast potential of AI and supportive health data itself.

These tools rely on context. When data is separated, the underlying models cannot understand the full picture of the user's health. They can only offer shallow recommendations based on isolated metrics.

Again, it's a problem that can't be solved by developing better apps, adding more sensors, or upgrading individual products. That intelligence is still reactive, not adaptive.

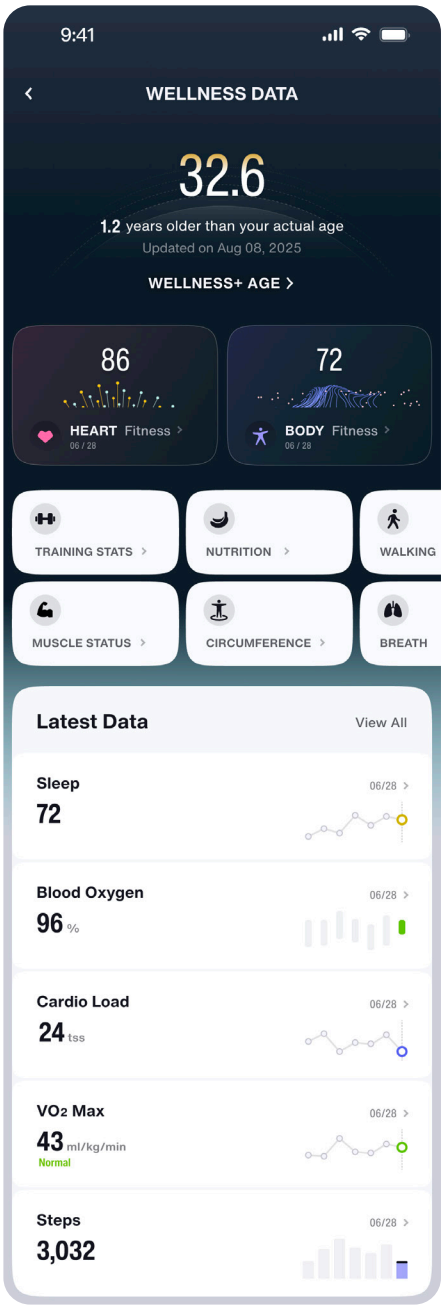
What's really needed is what the closed-loop model delivers, unifying:

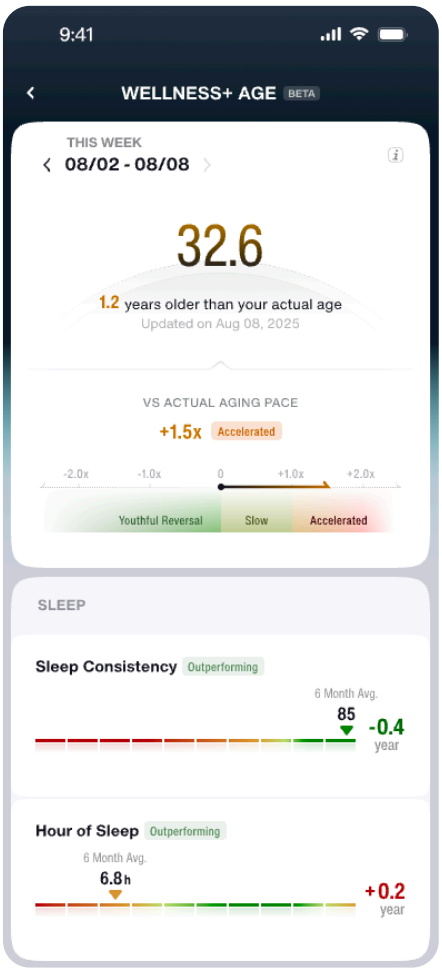


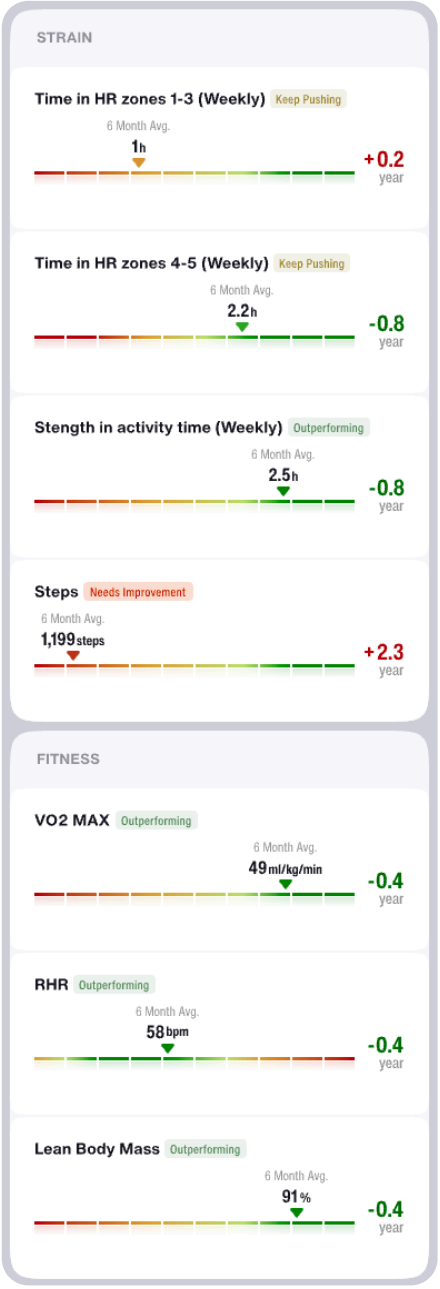
Only when intelligence is embedded across the entire fitness journey can AI properly support long-term consistency and progress.

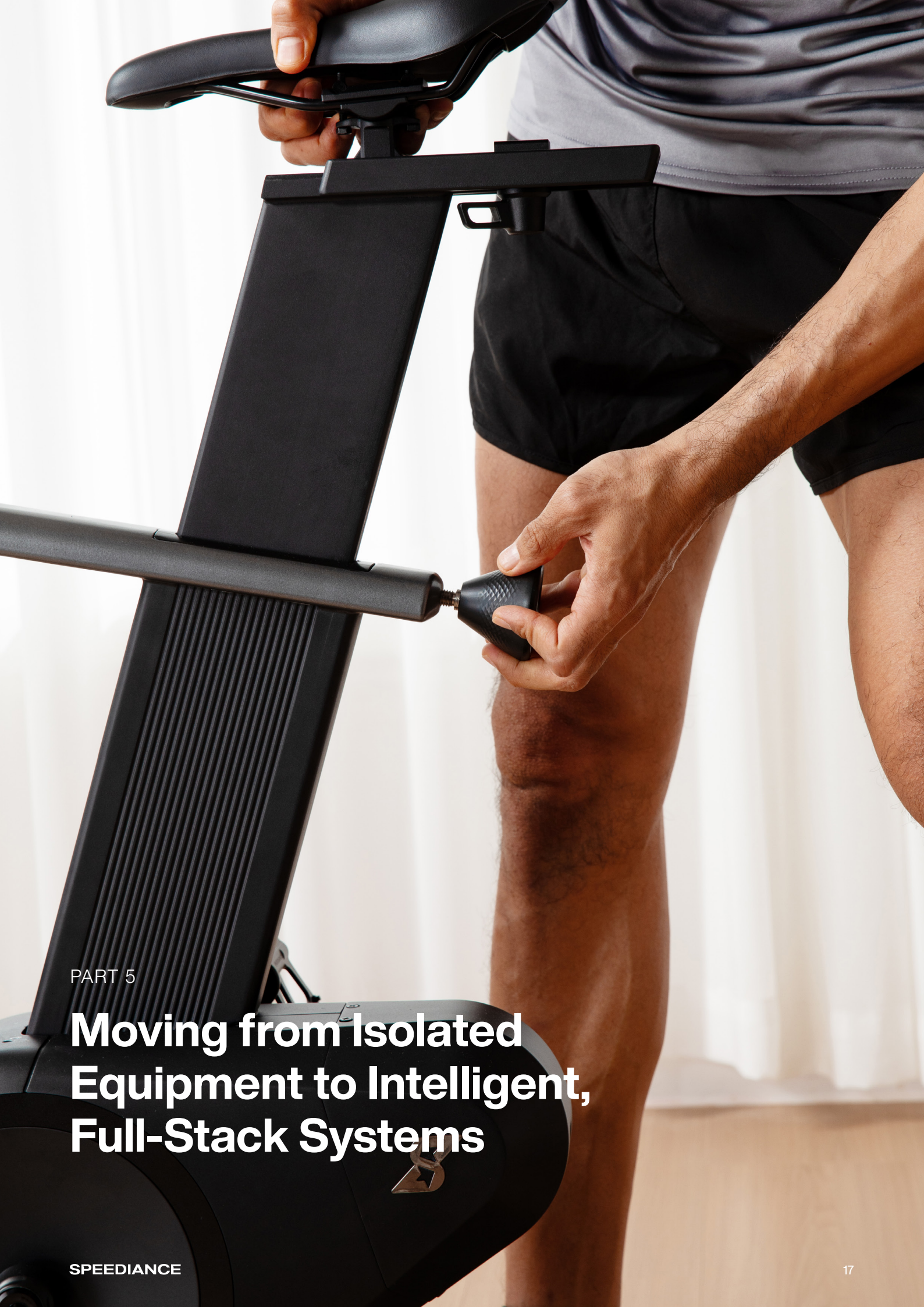
In short, fragmentation is a structural problem that must be designed out of the system entirely.

Wellness+ User Interface









PART 5

Moving from Isolated Equipment to Intelligent, Full-Stack Systems

Traditional home fitness equipment worked very simply: provide resistance or cardio output, and let the user create their own routine. But interest has shifted to holistic wellness, and expectations have changed.

The broader trends already examined support this shift:

- Wearables are common, encouraging users to focus on their health.[16]
- There's growing interest in individualized, preventative health measures.[17]
- AI-powered personalization has become an expectation across consumer categories.[18]
- Interest in at-home training is high.[19]

This is the right moment for both users and the industry. Post-pandemic, ideas around gyms have changed significantly, with home gyms and hybrid training now the norm. You can explore this shift more in our Home Gym Trends sidebar.

With it came an explosion of connected gym equipment and smart home fitness. Today, they are the fastest-growing segment of the fitness market, led by wearables. It's crystal clear that today's workout experience is expected to be:

- Personal and relevant.
- Guided and structured.
- Relevant to life, not just the gym.

It should offer continuous and meaningful feedback, and help users turn their goals and benchmarks into real outcomes. The limiting factors now aren't equipment or data, but the lack of unified systems like Wellness+ that can bring it all together in a single experience.

Home Gym Trends: The Big COVID-19 Shift

The pandemic and its associated lockdowns did a lot to change the buying environment for fitness equipment, with sales rising by an unprecedented 170%.[20]

Before the pandemic, gym memberships and in-person classes dominated fitness, although some people invested in their own home gyms. In 2019:[21,22]

- 55% of U.S. citizens worked out at a gym
- Industry revenue was $94 billion
- This was across 205,176 gyms globally

Then came the COVID-19 lockdowns, and that spike in home fitness buying was driven by gym closures and containment measures. COVID-19 also brought the idea of "virtual health", as it impacted in-person health care visits, and those wearable health gadgets gained traction.[23] One survey suggests that, by 2022, 29% of U.S.-based exercisers had purchased home-use equipment.[24]

COVID-19 wasn't a temporary blip in home gym interest. It completely reset how, and where, people train. Home is now a fitness venue, and hybrid routines the norm.

Connected technology also shifted from a fun novelty to a core part of healthy lives, as the market shifts show:

- In 2024, the Smart Home Gym Equipment market was valued at $3.2 billion, set to hit $4 billion by 2030.[25]
- Connected gym equipment now accounts for $2.75 billion, set to reach $14 billion by 2033, driven mostly by wearables, AI, and the Internet of Things.[26]
- The fitness equipment market is steady, but the real momentum is in smart-data-rich products and platforms: those that cater to remote coaching and personalization.

This shift makes it clear. As expectations evolve, the value of connected fitness to real people isn't in isolated features, but rather, in how seamlessly intelligence is embedded across the entire training experience.

PART 6

Speediance in Action: Developing Wellness+, a Unified AI Health Ecosystem

Wellness+ and the closed-loop ecosystem didn't emerge by chance. They are the result of deliberate milestones and clear decisions about where Speediance is headed. Today, we're actively shaping the next generation of fitness to better suit the real needs of the people we serve.

2020

Founded Speediance, redefining home training with smart connected solutions.

2022

Launched Gym Monster, the first all-in-one smart home gym for strength training.

2024

Released Gym Monster 2 and VeloNix, leading next-level AI fitness innovations.

2025

Introduced Wellness+, our AI companion for training, recovery, and everyday health.

Now available in 80+ countries and regions worldwide.

Gym Monster 2 introduced more structured and intelligent strength training. VeloNix extended that vision, bringing cardio and hybrid routines into a unified ecosystem. Together, these flagship products helped establish us as a market leader in fitness, backed by equally market-leading service.

Research & Development

Each Speediance product has a R&D cycle of at least 12 months.

Every product must differentiate itself from 81 alternatives before finally reaching the customer.

Quality Control

Every component of a Speediance product undergoes testing three times beyond industry standards.

We demand a 100% quality yield rate.

Software Update

Speediance releases at least one software update every three weeks.

Each update is rigorously tested by over 1,000 canary testers to ensure a seamless and improved user experience with every rollout.

But they were not standalone launches. Each was an intentional step toward a broader, integrated system.

As both our customers and the industry evolved, we committed to rethinking what connected fitness could really be.

Rather than building isolated products, we're building a complete, end-to-end wellness journey that adapts to each user over time.

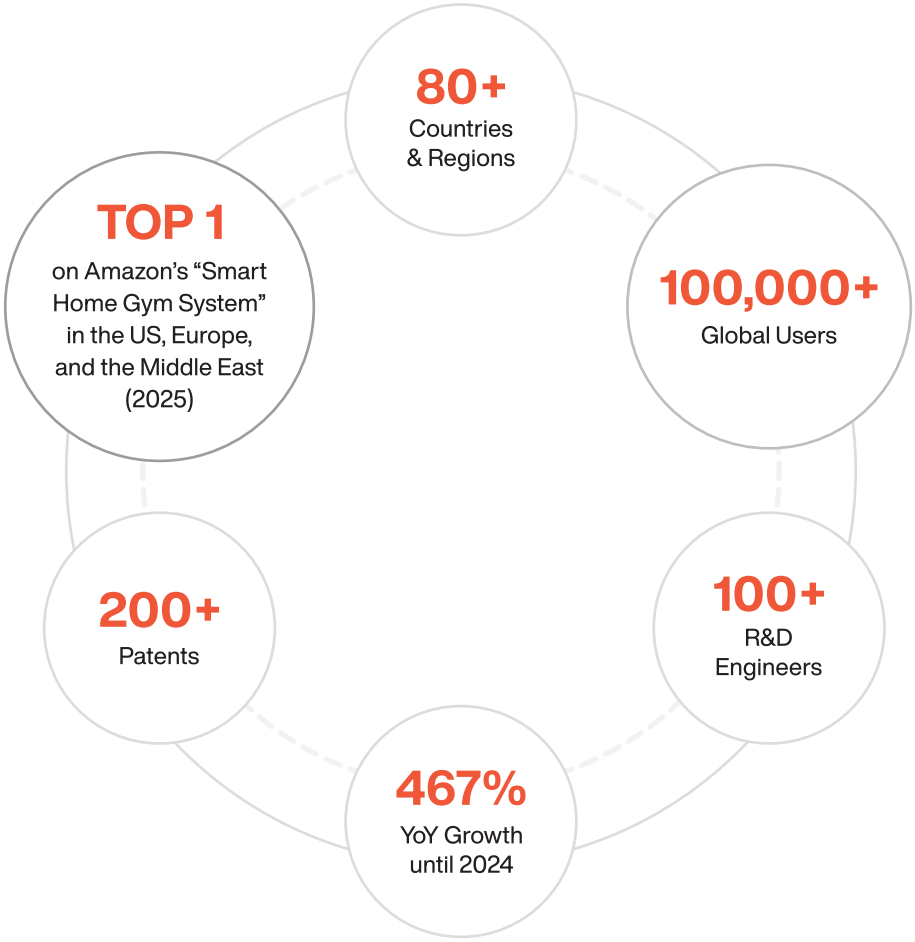
Universal, one-size-fits-all models aren't the Speediance way: we prefer flexible experiences that can adapt to the user's needs, no matter where in the world they're exercising. Our focus has always been to support people at every stage in wellness, not just the experienced and health-educated expert. And the trust it has built shows in our current industry position.

Long-term engagement needs more than just hardware performance. Users increasingly expect systems that evolve with their goals – subscription-based support, AI-driven insight, and guidance that keeps pace with their progress. Given what we know about consistency, data, and behavior, this was the only path that made sense. And that's where Wellness+, our answer to the fragmented fitness problem, was born.

We don't see Wellness+ as simply another added service. It is the intelligence layer that connects hardware and data with coaching for exactly the cohesive, closed-loop system needed to tackle the fragmentation problem. All while supporting the ultimate goal: sustainable fitness habits over time for every user.

As our Director of AI Technology aptly puts it:

> "Truly personalized coaching requires understanding users across multiple layers, not single measurements."



Wellness+ and the Speediance Intelligence Lab

Picture this common scenario:

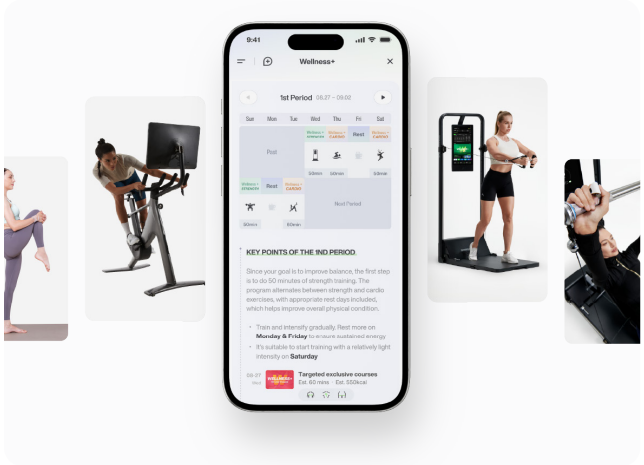
A person returns to training after a few missed sessions. Restarting on a fixed plan, given no thought to what might have changed for them, or why they skipped in the first place. Even their wearables aren't very helpful. They simply show what the person has done recently, not how they can get back into the exercise flaow with minimal impact and great results. And they have no idea how to adjust their machines to account for the break.

They're left guessing where they should restart from.

Now, let's reimagine them with Wellness+ instead.

The system takes that data, and sees how fatigued work has made them. It compares this with the 100,000+ knowledge base of high-value research studies in the Speediance Intelligence Lab, focusing on tiredness and its impact on exercise outcomes.

It considers their long-term goals, and how reinforcement learning can help them avoid this happening again. Then it looks at how post-training optimization can support them.



And it adjusts the session right there, in the moment. It pays extra attention to their fatigue signals, and it will learn from this first session to guide the next one until they are back on track. Goals are tweaked to account for the lost week and its causes.

Their training has responded to their reality, not an idealized schedule or broad benchmark. Every recommendation it makes is data-supported and safe. It's an approach that single devices, enhanced connectivity, and more data could not achieve by themselves.

Rather than just collecting numbers, Wellness+ moves from "just data" to real, actionable guidance. Gone are raw metrics. Wellness+ answers practical questions users have about their workouts and health, helping them understand not just what they did, but what to do next.

By uniting data and insight on a single platform, Wellness+ turns information overload into meaningful, ongoing support.

This is how we deliver differently. Not just to stand out from our competitors, but to give users exactly what they need to make fitness a seamless part of their lives today and in the future.

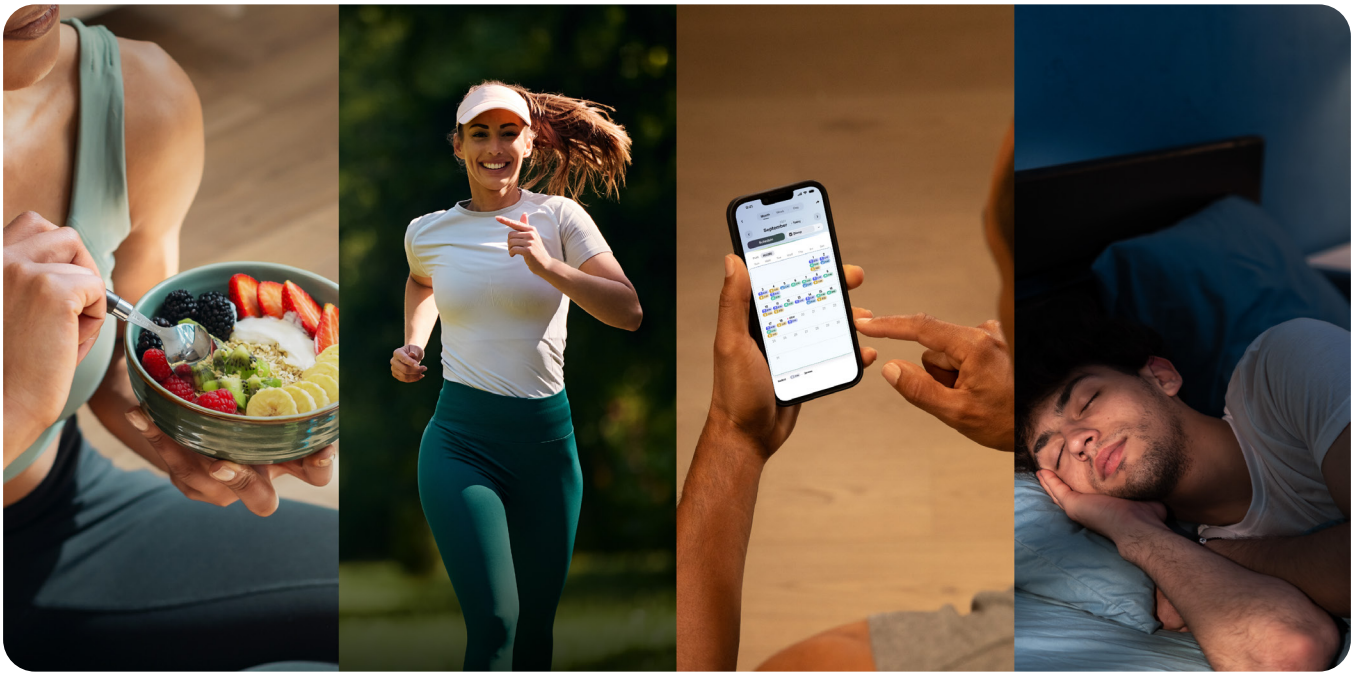
PART 7

Looking Ahead to The Next Five Years

We see a future where AI is more than a tool – it becomes a personal health companion, aware of each user's strengths, limitations, patterns, history, preferences, and daily rhythm. AI's potential is huge. Looking ahead, we expect:

- Fully predictive AI: AI that can anticipate fatigue, identify plateaus before they happen, and proactively adjust programs to prevent injury.
- Multi-modal interaction: While Wellness+ already lays the groundwork, developments in motion analysis, physiological data, conversational interaction, and real-time feedback will make it an even more powerful health tool.
- A new foundation of at-home wellness: Personalizedcoaching will become not just a feature, but the foundation of at-home exercise.
- Dynamic personalization: Future AI will be able to adapt sessions in real time based on context, such as changing plans if fatigue or stress are high. In this future, coaching becomes continuous, not static.

In short, the evolution from tools to systems will continue apace, with a total shift toward intelligence that supports users not just during workouts, but across their entire health journey.



PART 8

From Workouts to Whole-Person Wellness with Speediance

When hardware, software, and AI work together, home fitness becomes a truly connected ecosystem. Fragmentation is solved, and meaningful progress comes from seeing the full picture: training, recovery, and daily life in harmony. It's the logical evolution of managing health in a connected world.

Speediance is making home wellness indispensable: connected, adaptive, predictive, and deeply personal.

We're building a model of personal wellness that is supportive, structured, and intuitive. One that puts people first.

The home gym of the future will empower every person to better understand themselves and find their real potential. Speediance is leading that shift – guiding users every step of the way.

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