

Bowflex & Horizon: Treadmill Launch Video – Script

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Project Overview:

This script was created for a like-live webinar and media launch video highlighting the Bowflex T9 and Horizon 7.0 AT treadmills. Produced for Johnson Health Tech North America, the project focused on promoting new Apple Watch and Samsung Health connectivity features, as well as showcasing product innovations for fitness media, dealers, internal stakeholders, and training purposes.

Link to Final Video:

<https://youtu.be/stk7AsPrXvQ>

Script Text:

I'm excited to show you around these great treadmills. First up, the Bowflex T9.

The T9 is made for runners. For instance, have you ever been following along with a workout and found that by the time the interval is over, you haven't gotten to your target pace? Bowflex has solved that problem with quick-dial controls, which makes intervals a breeze. Also, the T9 has a responsive drive system, and the FlexZone deck offers an expansive 22x60-inch running surface. That's plenty of space for a comfortable workout.

It has a reinforced three-zone variable cushioning system that delivers a smooth and impact-absorbing experience. I've used many treadmills, and I can tell you this one is super comfortable — and I love that there's plenty of space to move.

Let's take a closer look at the console. The T9 features a high-contrast color LCD screen and comes with 10 built-in training programs. With multiple tablet holders, you can put your device anywhere, and the quick Bluetooth connection activates the built-in media center, controlling your music and video with a single touch. It's things like this that make a big difference, and that's why the Bowflex T9 is a smart choice for connected treadmill workouts.

Hey, Apple Watch users, get excited! This is the first Bowflex treadmill on the market to offer Apple Watch connectivity. Simply tap your watch to the T9, and your fitness data — including calories, distance, speed, incline, and pace — will automatically sync, resulting in the most accurate measurements possible.

Samsung Galaxy Watch users, don't worry — we've got you too! You can also sync your metrics to the Samsung Health app. And with Bluetooth FTMS, you can dive into all the popular fitness apps like JRNY, Peloton, and Zwift and sync your workout metrics when you're paired with your mobile device or tablet.

And if fitness apps aren't your thing, you can also stream your own media to the T9's integrated speakers.

This tread is rock-solid and comes with a great warranty on the frame and motor. So you can be confident this treadmill will stand up to your toughest workouts.

So it's clear: the T9 brings some pretty unique features to the table.

Next up, let's check out the Horizon 7.0 AT treadmill. This fifth-generation model is the latest treadmill in Horizon's Studio Series lineup.

This treadmill is engineered to work with popular fitness apps like Peloton, Zwift, AtZone, and Nike Run Club, putting you in charge of your workout. With Horizon, you can create a studio experience at home for less. I love how you aren't tied to just one fitness app or subscription — and you aren't paying extra for a built-in touchscreen. You can truly work out your way with the apps you already use.

Just like the T9, the Horizon 7.0 AT lets you connect your devices with Bluetooth, join a trainer-led class, catch up on your favorite shows, or rock out to your playlist with the built-in speakers.

And new for this model, Apple Watch connectivity lets you effortlessly sync fitness data by simply tapping your watch to start tracking and get the most precise workout metrics.

I'll tell you what — not all treadmills connect this seamlessly. With just a quick tap and two clicks, I'm able to sync all my workout data. It's like magic!

Let's take a look at the console. The Horizon 7.0 AT also features those handy quick-dials we loved on the T9. Adjust your incline and speed with a simple spin — less time pressing buttons, more time running.

The durable 20 x 60-inch deck has the ideal amount of flex and is supportive through your most challenging runs. The 7.0 AT is built to last and comes with a great warranty on the frame and motor.

There you have it! Whether it's their quick-dial controls, the new Apple Watch connectivity, or the impact-absorbing running decks, the Bowflex T9 and Horizon 7.0 AT have everything you need to elevate your running game.