



ECHELON

Fit for purpose: The Switch enables Echelon to spin up London studio to stream fitness content globally

Live time

- Echelon, one of the fastest-growing brands in the connected fitness market, needed to drive its international growth and deliver more content to its members worldwide following its success in the US market
- It was vitally important that Echelon got up and running at a professional quality London studio as soon as possible, enabling it to extend its ability to create more fitness content around the clock for its global membership base
- To bolster the production of classes from its own studios in the US, Echelon looked to The Switch to produce and deliver live and on-demand exercise content from its London studio facility

Always there

- The Switch was able to create a dedicated, full-time fitness suite from which Echelon's trainers can record and livestream fitness classes with support from the expert production team working from a dedicated control room
- Reconfigured one of its central London studios specifically to create dedicated set-up for Echelon's needs, building in fitness mirrors, staging, camera equipment, lighting and branding
- Content is delivered at low latency directly to the Echelon Fit app via The Switch's global network
- Modern facility and three-camera set-up provides Echelon with all the tools and crew needed to produce and deliver high quality content for its fitness-first membership

Always on

- The Switch made the process of setting up a London facility hassle-free, handling everything from the studio's design and construction to the production and live streaming logistics
- Provides the ideal setting for Echelon's fitness instructors to lead live exercise classes
- Use London studio each morning and evening to film live spinning classes, made available to anyone via the Echelon Fit app – a minimum of 25 classes per week
- Helen Wilkinson, Managing Director, Echelon Fitness, said: "It was vitally important that we get up and running at a professional-quality London studio. The Switch has made the process of setting up hassle-free, handling everything from the studio's design and construction to the production and livestreaming logistics. We're incredibly happy with the outcome, and our fitness instructors have already been able to produce some incredibly engaging content for our innovative app. We look forward to continuing expanding our fitness content offering, drawing on the experience of The Switch."