**REEBOK FITLIST X SPOTIFY Q&A**

**ABOUT THE APP**

**Q: What is the Reebok FitList?**

A: The Reebok FitList is an intelligent music system, introduced by Reebok in partnership with Spotify, which provides the ideal fitness playlist based on your workout and musical preferences.

**Q: How does it work?**

A: After downloading the app on Spotify, the Reebok FitList is simple and quick to use. Using drop down menus, users select their workout activity, timeframe, intensity level and favorite artist. The Reebok FitList then takes into account a variety of factors including BPM and energy level and uses this information to serve up a personalized list for each workout.

Through the ‘Community FitLists’ and ‘Songs by Activity’ tabs, users can also create and share their own playlists plus vote for songs to create an ultimate “Top-50” user generated playlist for all fitness activities.

A number of Reebok assets, including Jordin Sparks, Yoga instructor Tara Stiles, Eli Manning and 2012 Reebok CrossFit Games’ champion Rich Froning, have also collated their top songs into a playlist which users can listen to.

**Q: Is it free to download? Do users require a premium Spotify account to use the app?**

A: Anyone can download the Reebok FitList for free and it is available for all Spotify users. Spotify is a music library which is also free to download, making millions of tracks available to people all around the world. However, a Spotify Premium account is required to upload your Reebok FitList playlists to your smartphone or tablet device.

**Q: Can users sync their Reebok FitLists to their smartphone or tablet? If so, how?**

A: Although Spotify applications are not currently available on mobile devices, you CAN access your Reebok FitLists via mobile. Reebok FitLists will be saved as playlists outside of the application itself to allow users to access their music on the go.

**Q: Why was the app developed? Who developed it?**

A: Reebok is always looking for new and exciting platforms to change how people perceive and experience fitness. Music plays a crucial part in inspiring many people’s workout. The Reebok FitList was developed to help get listeners motivated during their workout while also discovering new artists at the same time. The Reebok FitList was developed using a combination of music discovery service, Hunted Media, music intelligence company, The Echo Nest and Spotify’s industry-leading music library.

**ABOUT THE REEBOK FITLIST BOXES**

**Q: What are the Reebok FitList Boxes?**

A: To celebrate the launch of the Reebok FitList application, Reebok has created 100 limited edition Reebok FitList shoe boxes that will be available at the Reebok Fit Hub in New York City. These unique boxes act as interactive speaker systems and are built with LED lights that react and glow in rhythm to music, ambient sound and touch.

Each Reebok FitList Box holds a pair of RealFlex Transition 2.0 shoes featuring an exclusive colorway.

**Q: How do they work?**

A: Plugging a Spotify-enabled device into the Reebok FitList Box transforms it from a shoebox into a sound-reactive speaker box that lights up to songs and ambient noise.

**Q: What technology was involved in the creation process?**

A: Reebok FitList boxes were custom-designed and handcrafted by design agency Deeplocal in Pittsburgh, PA. Each box is outfitted with powered stereo speakers and a custom circuit board. The custom circuit houses lights and a sensor, making the front panel of the box glow based on the intensity of the sounds produced from and surrounding the box,

**Q: How can I get one?**

A: Beginning September 20th, The Reebok FitList Boxes will be on display at Reebok Fit Hub in New York City. Later this fall, people will be able to line up to purchase one of the 100 limited edition pairs of Reebok RealFlex Transition 2.0. These lucky 100 will receive the shoes in a Reebok FitList Box, along with six months of Spotify Premium membership at no additional charge. Terms and conditions apply. Follow @Reebok on Twitter for updates on when the shoes will be available for purchase.

**Q: Where is the Reebok Fit Hub?**

A: The Reebok Fit Hub is located on 420 Fifth Ave at 37th St, New York.

**ABOUT THE PARTNERSHIP**

**Q: Why did Reebok choose to partner with Spotify?**

A: Reebok recognized that music plays a huge part in fitness and wanted to bring this to life with a credible, relevant partner. Spotify has revolutionized the music industry and continues to become a bigger household name, so the partnership was a natural fit for Reebok.

**Q: Is this a one off partnership or will there be future collaborations with Spotify?**

A: Reebok will continue to look for ways to utilize the Spotify platform in order to bring music and fitness closer together for our consumers.