



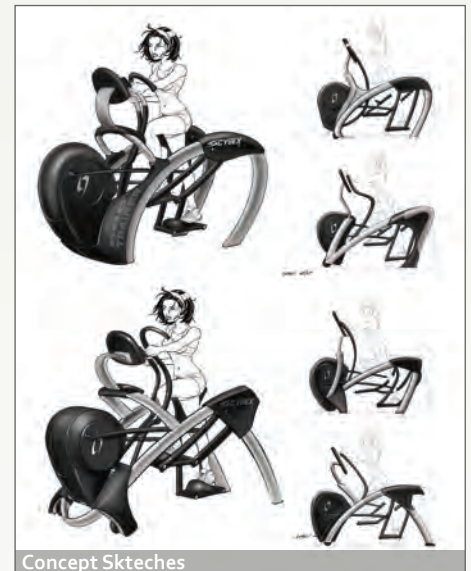
750 Arc Trainer

From the jumping jack to Jazzercise, from the roller machine to the treadmill, exercise has come a long way. As exercise evolved, so did the fitness industry. Gyms in health clubs, hotels and schools are no longer rooms stuffed with random equipment. They are now designed

to provide an exercise experience through décor, architecture and up-to-date machines. Buyers not only look for durability and effectiveness but also for equipment that acts as an element of the interior/architectural design.

Cybex, a leader in the commercial fitness equipment industry, has a reputation for exercise gear that maximizes exercise science and functionality. Their state-of-the art machines are known for results: maintaining health and fitness and getting the end-users back into their skinny jeans. When it came time to design a next generation Cybex Total Body Arc Trainer, they looked to Brooks Stevens, Inc. to collaborate.

Brooks Stevens, Inc. developed a cost-effective design solution that took into account performance requirements, manufacturing infrastructure and processes, materials and the Cybex brand. The aesthetics were guided by target customers, the facilities managers responsible for buying the equipment - their buying habits and triggers for purchase. The style differentiates Cybex from their competition, meanwhile highlighting the Cybex brand and fitting into their product line.



Concept Skteches



Exploded View of Handle



Interface Close-Up

The 750 Generation Cybex Total Body Arc Trainer is a cross-trainer and elliptical all-in-one machine. Brooks Stevens, Inc. provided Industrial Design, CAD surfacing and Prototyping which enabled this product to be a success. Buyers see the Arc Trainer as a timeless design and an easy way to enhance the value of their gyms. Finally, a piece of exercise equipment that is as good-looking as the glutes it works. ■