



## HOT PRODUCTS

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BY GREGORY FLOREZ, CONTRIBUTING WRITER

**INNOVATION** comes in large and small packages. This year, we thought we'd do something a little different. Instead of categorizing "products of the year" by category, we wanted to provide you with some of the best and brightest products and technology breakthroughs. That's why we asked Gregory Florez, CEO of FitAdvisor Health Coaching Services and First Fitness, a health coaching online training service, to give us his thoughts on some of the hottest products out there today. The feedback on these products comes not only from research but also from real world use and testing in some cases from Gregory's trainers and clients.

Remember that innovation for the sake of innovation is not particularly useful. If the product isn't designed to meet a specific user need, why bother with it? The fitness industry is littered with the carcasses of products that have been "edgy" and "thought leading" but that were never used by their intended audience — your members. Here, then, are some of the shining stars that could make a difference in your clubs and, more importantly, that your members might actually use. Some are new products while others are well-done upgrades on time-honored products that users have come to love and use.  
— The Editors

### PRECOR

As we begin to cater more to the deconditioned and out-of-shape market, it's nice to have equipment that is less intimidating than free weights, but still has the positive results of weight training. Precor's pin-selectorized strength equipment helps guide the user through exercises that target specific muscles and muscle groups. The equipment has a small footprint, low-profile frame design and includes more than 30 machines.

#### Icarian FTS — Personal Trainer Strength Training Workstation

This product features dual independent weight stacks with a 2 inch x 4 inch bent steel frame that offer various types of upper- and lower-body exercises for a full-body workout. The FTS comes with soft-grip handles, a swivel fixed-bar and an ankle attachment for lower body exercises. The best part about the product is that it mimicks "real-life" movements. Our trainers loved this for functional training. The pulley system is adjustable with one hand, allowing users to switch from upper to lower body exercises quickly and easily.

#### C966i Low-Impact Treadmill

Precor updated its C966i treadmill with new colors, trim, handrails, stop-key guard and power cord options. Also, a new display allows for software to be downloaded in the field. This is a great feature for personal trainers who want to customize workouts for those times when the client is training in an unsupervised manner.

The treadmill still has a four horsepower motor that runs cooler, more quietly and with more torque at lower speeds. The C966i offers speeds from 0.5 to 16 mph and an incline of from -3 to 15 degrees. Ground Effects® impact control and Integrated Footplant™ technology deliver a particularly responsive feel and 21 workout courses. The treadmill features a one-touch starting system and display with functions including pace, personal profile and segment time. This treadmill was a favorite of our already "technology-saturated" clients. It included comprehensive diagnostics; an efficient roller/drive; a self-lubricating bed; pulse-width modulation to reduce current demands and increase motor life; a touch heart rate system; and SmartRate®, which displays heart rate in relation to the ideal training zone. The unit is CSAFE compatible with fitness industry workout and entertainment technology for those needing extra motivation in their workouts.

#### EFX® 546i Elliptical Fitness Crosstrainer™

Although certainly not new news, it's worth talking about this elliptical from the company that invented the category. The world's top elliptical trainer for the commercial market, the Precor EFX®546i Elliptical Fitness Crosstrainer™ offers its time-tested, smooth and natural feel. Featuring Precor's unique, patented CrossRamp®, EFX®546™ lets users vary their stride motion forward and backward, and train different muscle groups in an unmatched low-impact workout. Seven courses include a Fitness Test with a touch-sensitive display keypad that responds to the slightest touch. SmartRate® monitoring establishes user target training zones based on age and body weight, and QuickStart® immediately starts exercisers on a manual course and offers a touch heart rate system.

[www.precor.com](http://www.precor.com)

### NAUTILUS HEALTH AND FITNESS

This is the newest line of selectorized equipment from Nautilus and features a modern look and design. Engineering enhancements make it a super smooth and cost-effective choice for both vertical products and

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