



product information

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BRAVO THE LINE EXTENSION

At IHRSA, CYBEX displayed the Bravo Line Extension. These products are now available for sale. The remainder of this document covers not only what they are, but the journey of the marketplace and CYBEX in their creation.

The Bravo line extension encompasses the natural evolution of the Bravo into dedicated pieces that feature simplified operation and expanded functionality to address the functional training desires of a broader user population.

To look at how Cybex developed the Bravo, one needs to consider how machines have influenced and changed with respect to the definitions of functional training and how machines, and functional training are integrated into the health club and other training scenarios.



FREE MOTION

The first entrant into the functional training category with machines was a company called Ground Zero. While Ground Zero frequently used the term functional training, a very quick look at many of the machines makes it apparent that they are closer to traditional selectorized machines. For instance, the chest press fully supports the user's back.



Ground Zero ultimately developed a 13-machine line that included all of the traditional selectorized patterns. There were a few that were novel; these included the Dual Cable Cross and the Lifting Station. Of the 13-machine line, the market gravitated to two solutions. In the larger health club facilities six favorite machines were typically selected. These included the Dual Cable Cross, Chest Press, Lat Pull, Row, Arm Extension, and Arm Curl. Smaller format facilities generally adopted the Dual Cable Cross and the Lifting Station.

In smaller settings, the Dual Cable Cross and Lifting Station were the chosen pieces.

In the aftermath of September 11, 2001, Ground Zero changed its name to Free Motion.



PRECOR (ICARIAN) AND LIFE FITNESS

Precor and Life Fitness eventually followed suit once it was understood that 13 pieces were not required and most facilities went with the “short-circuit”. Both manufacturers developed four piece lines made up of the most basic units most like standard selectorized machines. These included the Chest Press, Overhead Press, Lat Pull, Row, and Dual Adjustable Cable. The offering from both of these manufacturers is virtually identical with no apparent differentiation.



TECHNOGYM

Technogym was the next to enter the arena. Their concept is vastly different from that of Free Motion. The product is Kinesis and makes use of standing patterns with no stabilization whatsoever. True to Technogym form, Kinesis includes a highly architectural element. Each unit in this line effectively makes up a section of wall intended to create a training environment.





Kinesis represented several challenges for the health club. Its large form dictated that it needed its own dedicated space, the completely free-form nature of some of the stations was not easily understood by users, this meant that there had to be a significant training component involved for it to be successful, and finally, it is very expensive.

Eventually, Kinesis One was developed and included the more popular pattern attachments. The single station no longer required a dedicated room.



At

IHRSA 2011, Technogym introduced Kinesis single station units that functionally are much more consistent with the Precor and Life Fitness offering than Kinesis with which they share the name.





STAR TRAC

An Italian company named Olicrom developed a line named Human Sport that looked to address several issues in balancing the desire for more stations but doing so with less floor space and a smaller capital commitment. Human Sport used the duals approach where two movements were combined into each machine. Eventually, this line was picked up by Star Trac.



Unfortunately, some of the pairings of movements were less than intuitive to users. This presented the limitation to the customer that they might have to buy more machines than they thought they should have to practically.



CYBEX

CYBEX entered the functional training market in 2000 with the FT-360. The FT-360 was essentially a dual adjustable cable as it had two arms for the positioning of pulleys in space. CYBEX was not content to believe that functional training existed only at the extremes of completely unstabilized exercise or as fully-stabilized, cable-based exercises. That thought process led to the development of the FT-450 later to known as Bravo. The Bravo concept is considered a functional trainer but it includes two key technologies that greatly expand the notion of functional and the breadth of exercises that can be performed. These two technologies are the Adjustable Cable Width and Progressive Stabilization.



In 2010, Bravo was CYBEX's single largest strength revenue generator and our fourth highest volume strength unit following Dumbbell Racks, Adjustable Benches, and Smith Presses.

Given the success of Bravo it's clear that the market grasps the advantages in the CYBEX technologies. This leads to the natural question of what can we do to streamline the operation of these concepts in a manner that allows greater user throughput. Further, it begs the question of what other things can you do consistent with these thought processes to develop a complete training solution?

So what if we were to develop some Bravo-like stations that separated the movement types in order to simplify operation?

Then what if you looked at real movements and activities that the functional trainers cannot completely address today or at least address well?

The logical outcome would be one station for pressing movements, one station for pulling movements, and another station for lifting movements - at least as a starter set.



INTRODUCING THE BRAVO PRESS, BRAVO PULL, AND BRAVO LIFT

The Bravo Press, Bravo Pull, and Bravo Lift represent the first three pieces of Bravo line extension. The Bravo Press and Bravo Pull are the obvious derivatives from the original Bravo which break out movement types in a format utilizes far fewer adjustments for simplified setup. The Bravo Lift is an all-new piece developed specifically to work with lifting patterns and includes a patent pending feature called Free Start that allows the user to select the desired starting height and to get to that starting height with minimal load.



BRAVO PRESS



BRAVO PULL



BRAVO LIFT



BRAVO PRESS (PRODUCT NUMBER 18010, LIST PRICE \$4995)



A quick look at the Bravo Press might leave you believing that this is just another functional trainer. A closer examination will show two very important differences. First, you will note that it has the Progressive Stabilization pad found on the Bravo. Then you will note that the adjusting tubes are not vertical as they are on the Bravo and that they are slightly angled being wider at the top. These two features allow the same pressing functionality found on the Bravo but in a much simpler form. Since the Press is only used for pressing movements, less fore/aft adjustment is required in the stabilization pad. Therefore, the stabilization pad only adjusts for height. The angled adjusting tubes accommodate for the natural change in width that is associated with differences in height. Very simply, taller people have longer arms than shorter people do. Tilting the tubes eliminates the need for the adjustable width making set-up simpler.

- Angled adjusting tube with 21 Positions to accommodate user height and movement choice
- Progressive Stabilization Pad adjustable for height
- Dual 170 lbs (77 kg) stacks, 2:1, 85 lbs (38.6 kg) max load per handle
- Dimensions: 53"(135 cm) W x 35" (89 cm)L x 83" (211 cm) H
- Weight: 719 lbs (327 kg)



BRAVO PULL (PRODUCT NUMBER 18020, LIST PRICE \$4995)

The Bravo Pull utilizes form similar to that of the Bravo Press. The differences however take into account the fact that pulling patterns start from a much narrower basis in front of the user. You will notice two vertical adjusting tubes forward of the user. The vertical adjustment on these tubes allows for movements from a low row to a high row. Like the Bravo, you will note the stabilization pad. On the Pull, unlike the Press, the stabilization pad adjusts for both height and length. The length adjustment provides the same basic accommodation as the angled tubes on the Press. The Press also includes overhead cable outlets for performing lat pulls. The lat pulls are performed kneeling, squatting, with the utility bench, or stability ball.



- Vertical pulley adjustment with 22 positions
- Overhead lat pull outlets
- Progressive Stabilization Pad adjustable for height and reach
- Dual 170 lbs (77 kg) stacks, 2:1, 85 lbs (38.6 kg) max load per handle
- Dimensions: 50"(127 cm) W x 45" (114 cm)L x 83" (211 cm) H
- Weight: 758 lbs (345 cm)



BRAVO LIFT (PRODUCT NUMBER 18030, LIST PRICE \$4995)

There are number of lift type stations on the market but they all suffer from one of two problems. Some units adjust the arm to set the start height, unfortunately this solution has a tendency to have loading which is very directional and may tilt the user unnaturally forward or back throughout their movement. Other stations keep the pulley exit at the platform level that provides a much reduced fore or aft load through the movement but requires the user to pick the resistance up from the platform level. This means that if you wanted to perform a squat, for example, the user would have to curl and clean the weight that they intended to squat. Virtually universally, it is possible to squat more than one can curl. The truly unique feature of the Bravo Lift is the **Free Start** concept. **Free Start** allows a user to select a predetermined amount of cable to pull from the machine minimal resistance before the actual weight stack load engages. With the Bravo Lift, the user has the ability to select the length of cable that they can comfortably get to their shoulders in a squat position with no load to allow for much more natural movement experience.



- **“Free Start”** Mechanism allows for 30” of bilateral start position adjustment but always returns the handle to the resting position.
- 400 lbs., 2:1 bilateral, 100 lbs max load per handle
- Dimensions: 47”(119 cm) W x 71” (180 cm)L x 83” (211 cm) H
- Weight: 747 lbs (340 kg)



Squat

Dead Lift

Stiff Leg Dead Lift



Lunge

Push-off Lunge