

Life Fitness Adds Approachability To Its Dual Adjustable Pulley With User-Guide Touch Console

SCHILLER PARK, IL -- (MARKET WIRE) -- 01/07/11 -- Life Fitness, globally recognized for its quality fitness equipment, has introduced a 15-inch LCD console with more than 60 video demonstrations of the product, from set-up to performance, to enhance the personal training experience on its Signature Series Cable Motion Dual Adjustable Pulley.

The silent touch-screen gives users the option of targeting muscle groups in two ways. Select from six muscle groups, total body, chest, arms, shoulders, back, legs or core. Or, choose from workout positions-standing, bench or exercise ball-with the option to focus on upper body, lower body or the core.

"We want gym-goers to maximize their workout on the Dual Adjustable Pulley by showing them the range of motion this machine is capable of and how to best utilize its accessories," said Bob Quast, vice president of brand management for Life Fitness. "The console will reduce intimidation and increase trial of the machine in a discreet way that users will appreciate."

The demonstration console supports facility staff by reducing the instructional time spent with each user, and helps to ensure that exercises are being performed correctly. Basic exercises displayed on the intuitive interface will guide users through a natural fitness progression to prepare the person for more advanced exercises that staff can provide.

"The console shows users that a facility is dedicated to improving the workout experience," said Quast. "And, increasing the user's competency keeps them engaged and returning to the equipment."

Retrofittable to any Signature Series Dual Adjustable Pulley, the console can be wall-mounted or attached to the machine with brackets included. Video text is available in six languages (English, Spanish, German, Japanese, Dutch and Russian) and software can be easily updated by facilities when released by Life Fitness.

For more information on the Life Fitness Dual Adjustable Pulley Console please visit www.lifefitness.com or call 800-634-8637.

About Life Fitness

Life Fitness is the global leader in providing commercial fitness equipment. The company manufactures and sells strength and cardiovascular equipment under the brand names Life Fitness and Hammer Strength and distributes its equipment in more than 120 countries. Headquartered outside Chicago, in Schiller Park, Ill., Life Fitness is a division of Brunswick Corporation (NYSE: BC).

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