

MATRIX

**CAMPUS
RECREATION**

2024-2025 BROCHURE

INTRODUCING MATRIX FITNESS



DEDICATED TO CAMPUS WELLNESS

Each school year, your campus recreation facility becomes a central hub where students, faculty and staff can come together to prioritize well-being and balance the demands of daily life. By opening your doors, you provide everyone the opportunity to engage in healthy habits that support their physical, mental and social well-being.

With equipment designed for all fitness levels and the latest in connected technology, you make it easy for your community to explore fitness at their own pace. Beyond that, your facility fosters personal growth, offering faculty and staff a way to relieve stress and helping students manage academic pressure while staying active. Our team supports your mission with professional development for students, faculty and staff, empowering them to become advocates for the holistic benefits of recreation across your campus.

Partner with us, and we will work alongside you to create a thoughtful, inclusive fitness space that encourages your entire campus to embrace healthy living and thrive together.

A PARTNER IN CAMPUS INVOLVEMENT

When you choose Matrix, every piece of equipment that lands on your floor or new group training offering added to your schedule will be backed by an intentional decision to serve your diverse campus community. From our initial conversations to install and beyond, we will be there every step of the way as you encourage campus involvement and overall wellness.



STRONGER AND SMARTER WITH SCIENCE

Explore the rich collection of evidence-based insights, condensed into easy-to-digest articles on subjects that are important to you and your community. From mental and cardio health to healthy aging and beyond, you'll find toolkits, webinars, articles and more, all developed from peer-reviewed studies.

research.matrixlearningcenter.com

RESEARCH
HUB

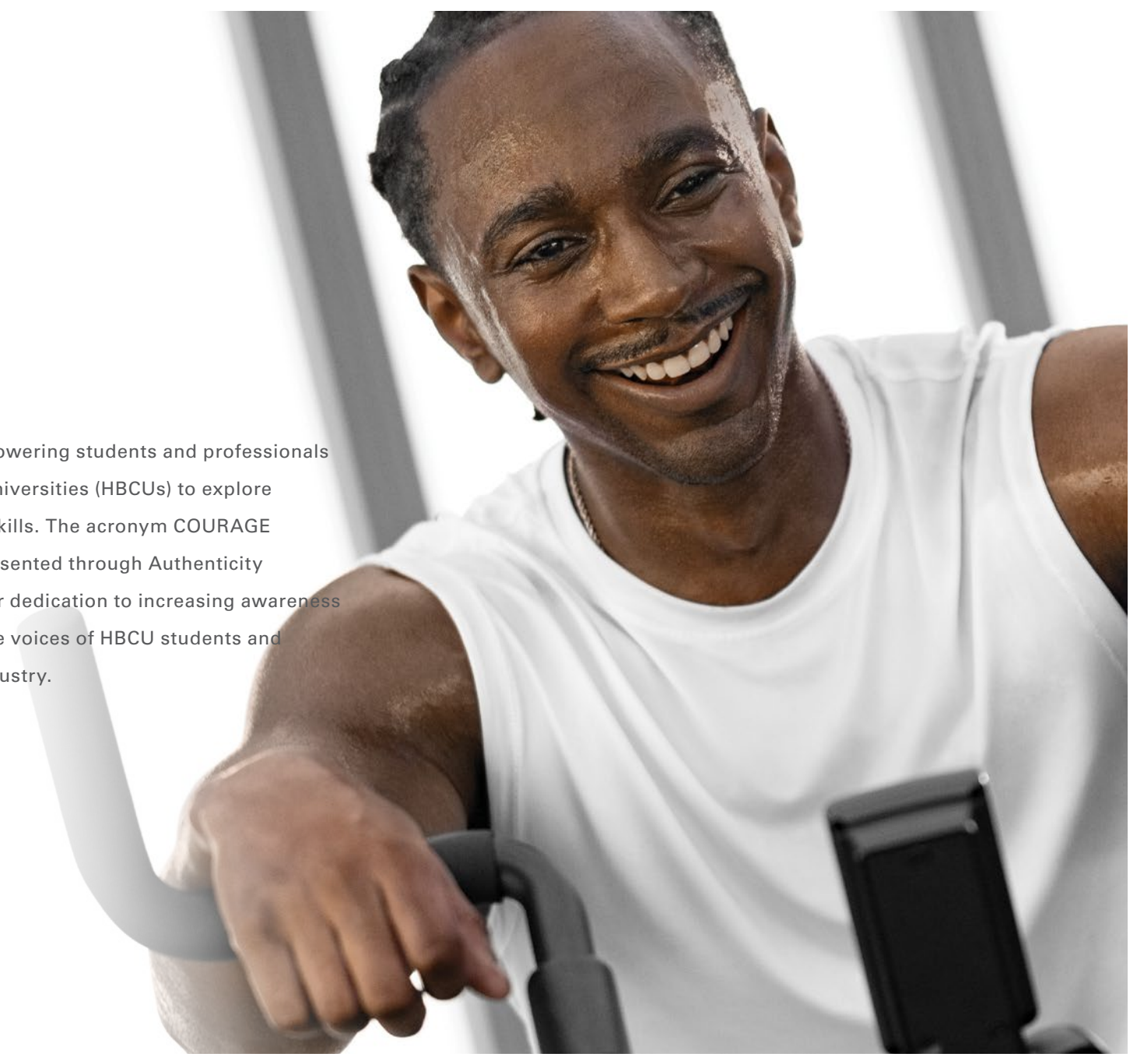
Even 10 minutes of cardiovascular exercise leads to a more positive mood

Hansen et al. Exercise duration and mood state: How much is enough to feel better? *Health Psychology* 2001; 20(4): 267-275.



MAKE MENTAL HEALTH MATTER

Promote the positive effects of exercise on mental health with research and a digital asset package.

A Black man with short dreadlocks, wearing a white tank top, is smiling broadly while running on a treadmill. He is looking towards the camera. The background is a bright, modern gym with large windows and structural beams.

PROJECT COURAGE

Project COURAGE is a Matrix initiative empowering students and professionals at the 107 Historically Black Colleges and Universities (HBCUs) to explore fitness-related fields and develop relevant skills. The acronym COURAGE (Creating Opportunities for the Under Represented through Authenticity Generosity and Engagement) represents our dedication to increasing awareness of opportunities and ultimately elevating the voices of HBCU students and professionals in the health and wellness industry.

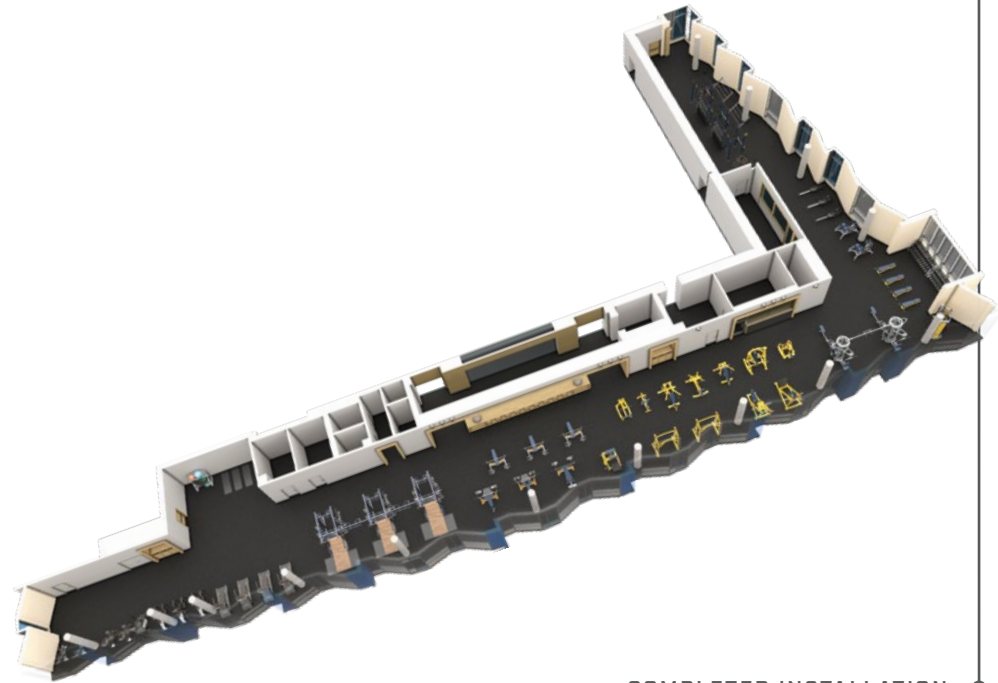
ProjectCOURAGEbyMatrix.com



VISUALIZE YOUR RECREATION SPACE

Choose our talented facility planning team to make your ideal recreation center a reality. We'll work with you by helping select the perfect mix of equipment for your space, goals and budget. We can even help you visualize the possibilities with our cutting-edge 2D and 3D design resources. Additionally, we offer an Online Architects Portal specifically for architects and designers who have their own space planning software. Count on our ingenious design resources to help bring your dream to life without compromise.

3D RENDERING

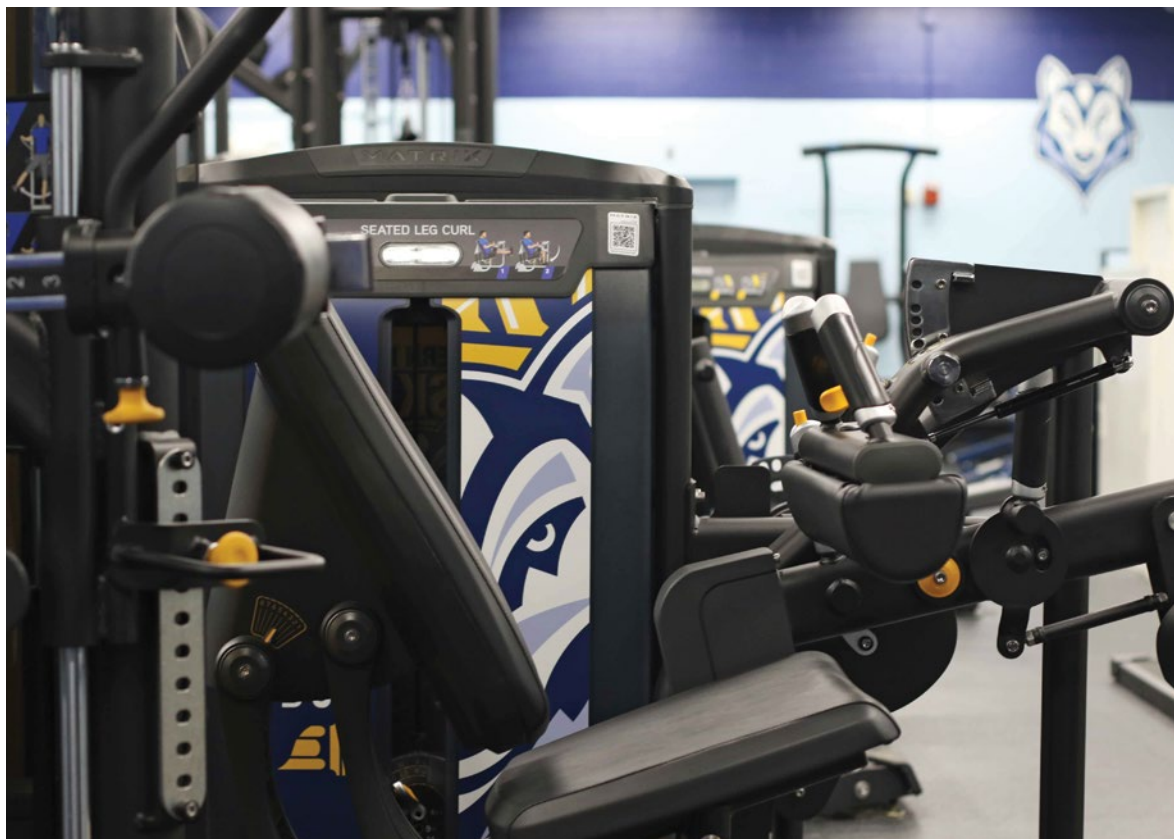


COMPLETED INSTALLATION



DREXEL UNIVERSITY



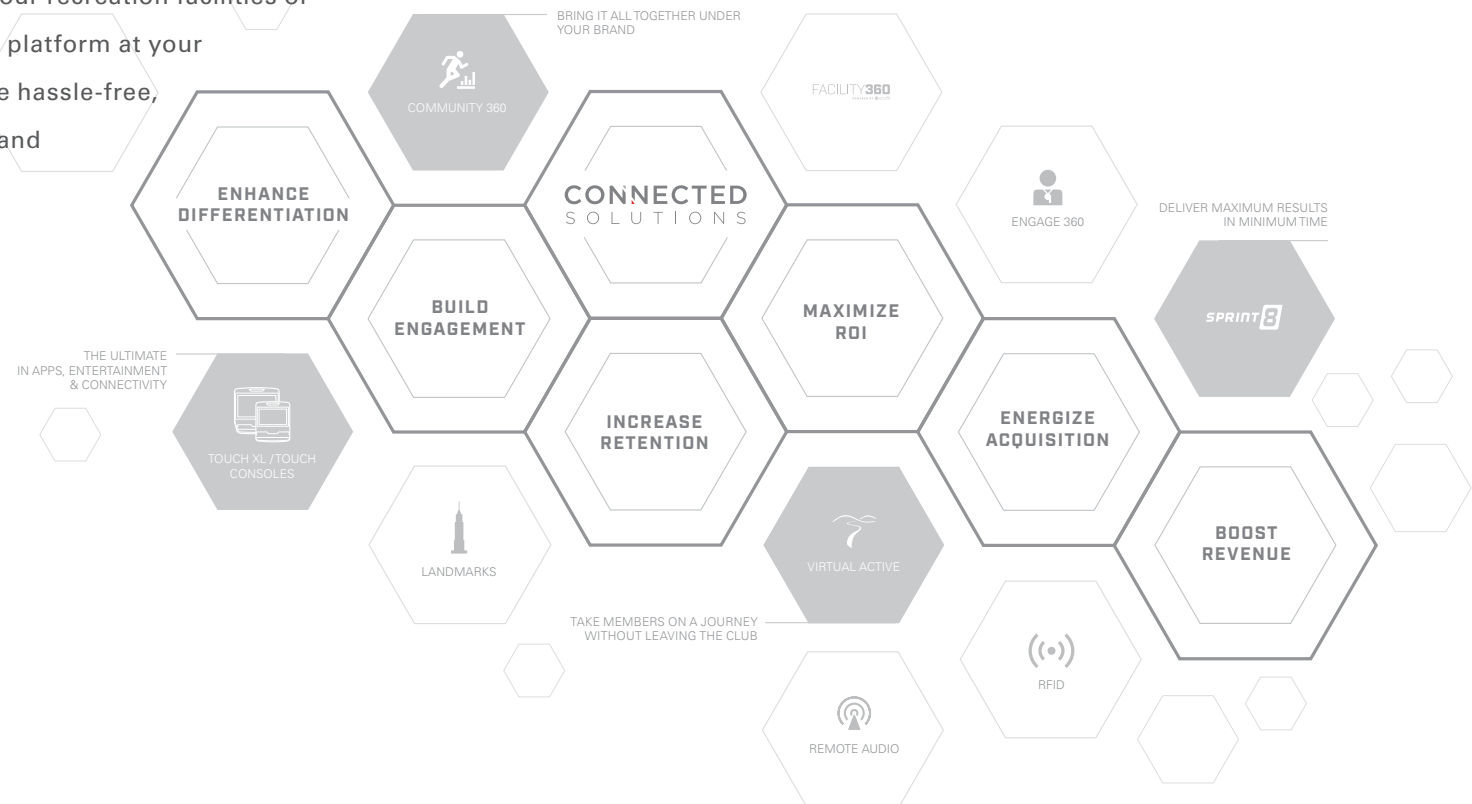


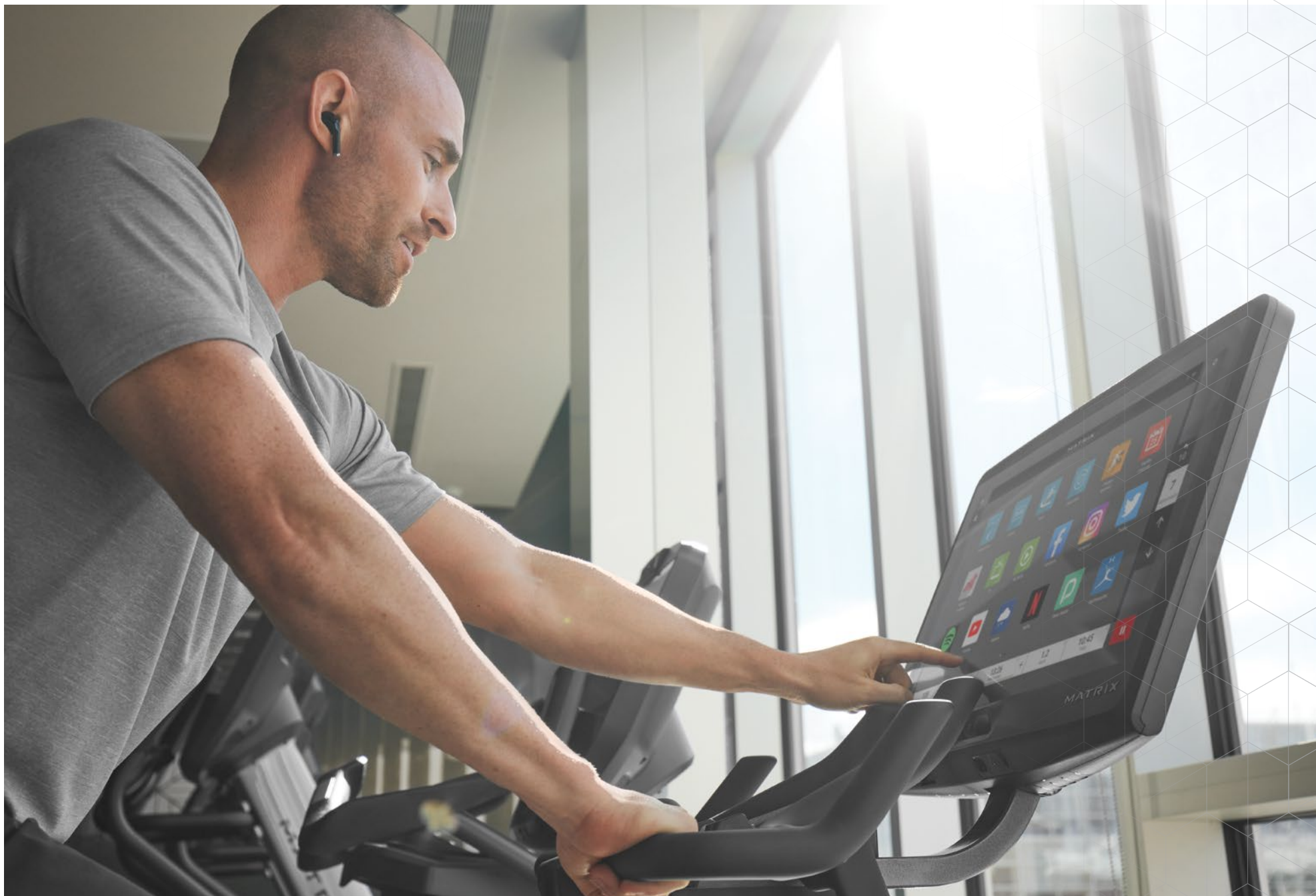
IT'S ALL ABOUT YOUR SCHOOL

Matrix has the custom branding options to create a campus-focused experience that inspires everyone who walks through your doors. Partner with us for frame and upholstery choices that match your colors. We can create virtually any branded graphic and offer a variety of placement options to showcase your logo. You can even count on us for next-level customization like premium embroidery, laser-cut steel and more. Contact us today to find out how we can infuse every inch of your fitness space with school spirit.

CONNECTED. FLEXIBLE. PERSONAL.

You want to deliver a fitness experience your campus community will never forget, and Matrix Connected Solutions gives you the flexibility to do it your way, regardless of the size of your recreation facilities or budget. With the power of our robust, open platform at your fingertips, service and maintenance become hassle-free, and the exercise experience is streamlined and smoother than ever.







A COMPREHENSIVE OFFERING

As the world's premier commercial fitness brand, Matrix offers a robust portfolio of cardio, strength and functional equipment, plus a connected ecosystem of technology and the industry's most sophisticated consoles. Whether you're refreshing a group of fitness equipment, designing an all-new recreation center or anything in-between, count on us for an integrated wellness experience that fits your space and engages your students, faculty and staff.

USER-FRIENDLY, IMMERSIVE TECHNOLOGY

Our diverse collection of consoles gives you choices in what you put on your floor. From our most sophisticated to our most streamlined, all Matrix consoles offer intuitive design that your campus community members will find approachable and easy to use. Mix and match different consoles with our Performance and Endurance Series cardio equipment to find the combination of performance and technology right for your recreation center.



TOUCH XL
CONSOLE



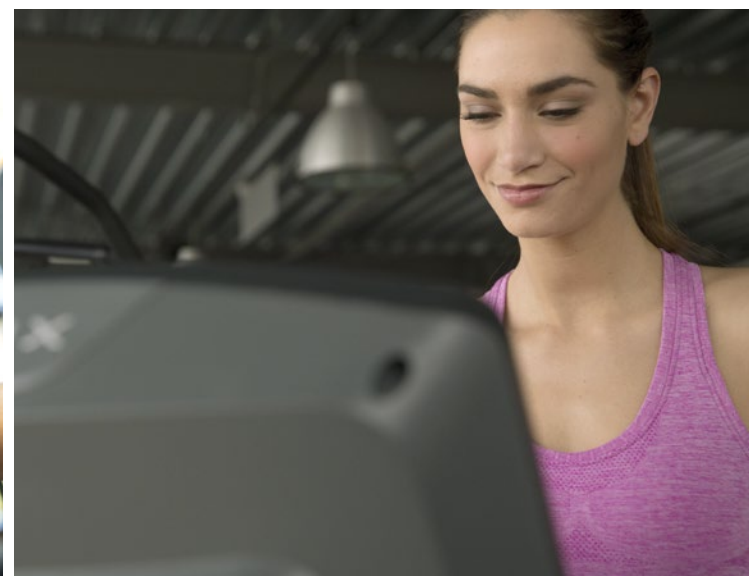
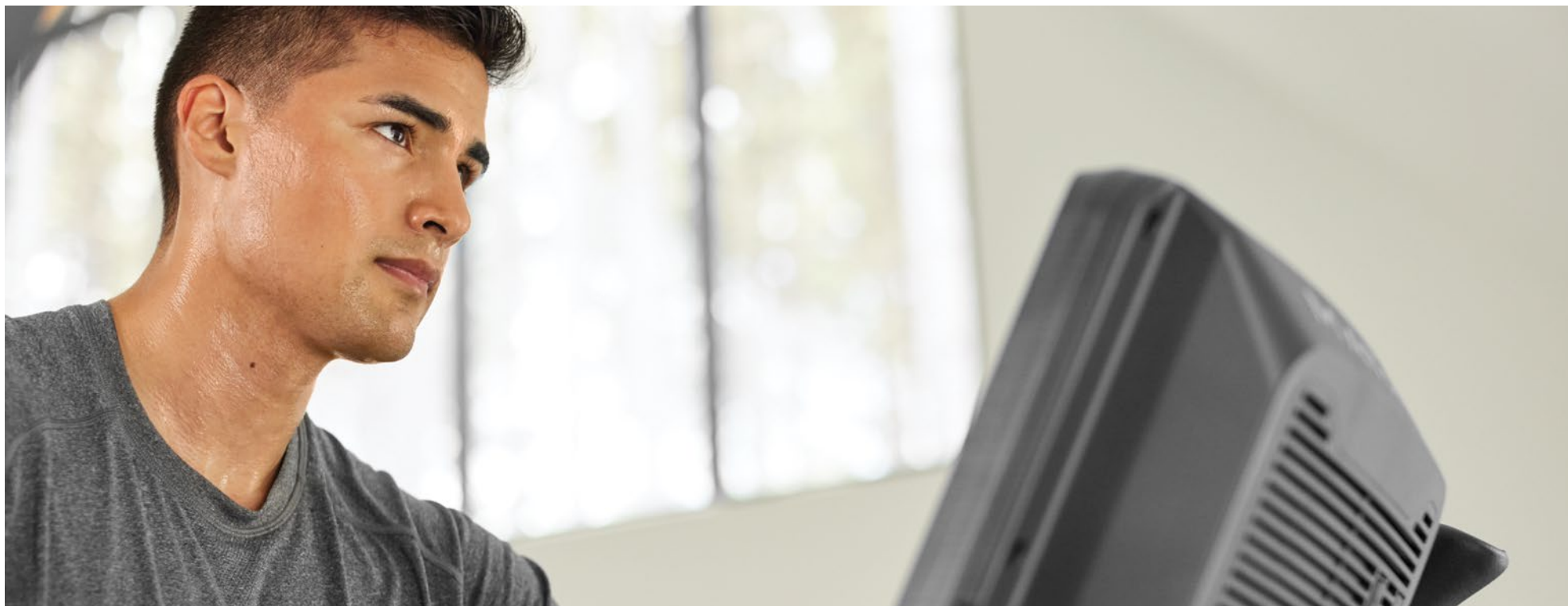
TOUCH
CONSOLE



PREMIUM LED
CONSOLE



LED
CONSOLE



MORE THAN A TOUCH ABOVE THE REST

Our Touch Consoles exceed expectations with brilliant displays and fluid app interfaces. Students can connect to on-demand fitness, social media, streaming entertainment and much more.

EVER-EXPANDING APP SELECTION

Touch Consoles offer a premium selection of fitness-optimized apps for Netflix, Facebook, X, YouTube, weather and more, plus our exclusive Sprint 8® program, Virtual Active™ and other great workouts.

PREMIUM ENTERTAINMENT

Students can enjoy must-see TV shows, cheer on friends through social media feeds, race through mountain trails and even connect via Bluetooth to access the personal playlists that keep them going strong.

CUSTOMIZE TO BUILD YOUR BRAND

When used in conjunction with Facility 360 powered by Ecofit, you can customize your home screens to reflect your brand, deliver your message and engage students with your social media community.









ENDLESS POSSIBILITIES

Cardio training is the cornerstone of any sound fitness routine, but today's exercise enthusiasts expect a lot more than a good, hard run. We offer industry-leading options that help them work out the way they want to — whether that's running, rowing, riding or climbing — then enhance those basics with integrated technology that completely redefines exercise with exclusive training programs, premium entertainment and more. Everything we provide is as intuitive as it is dependable and stylish, so it's easy for your campus community to embrace active habits.

Choose the Performance Series for exclusive features and refined touch points and the Endurance Series for streamlined design without sacrificing performance.

PERFORMANCE PLUS TREADMILL

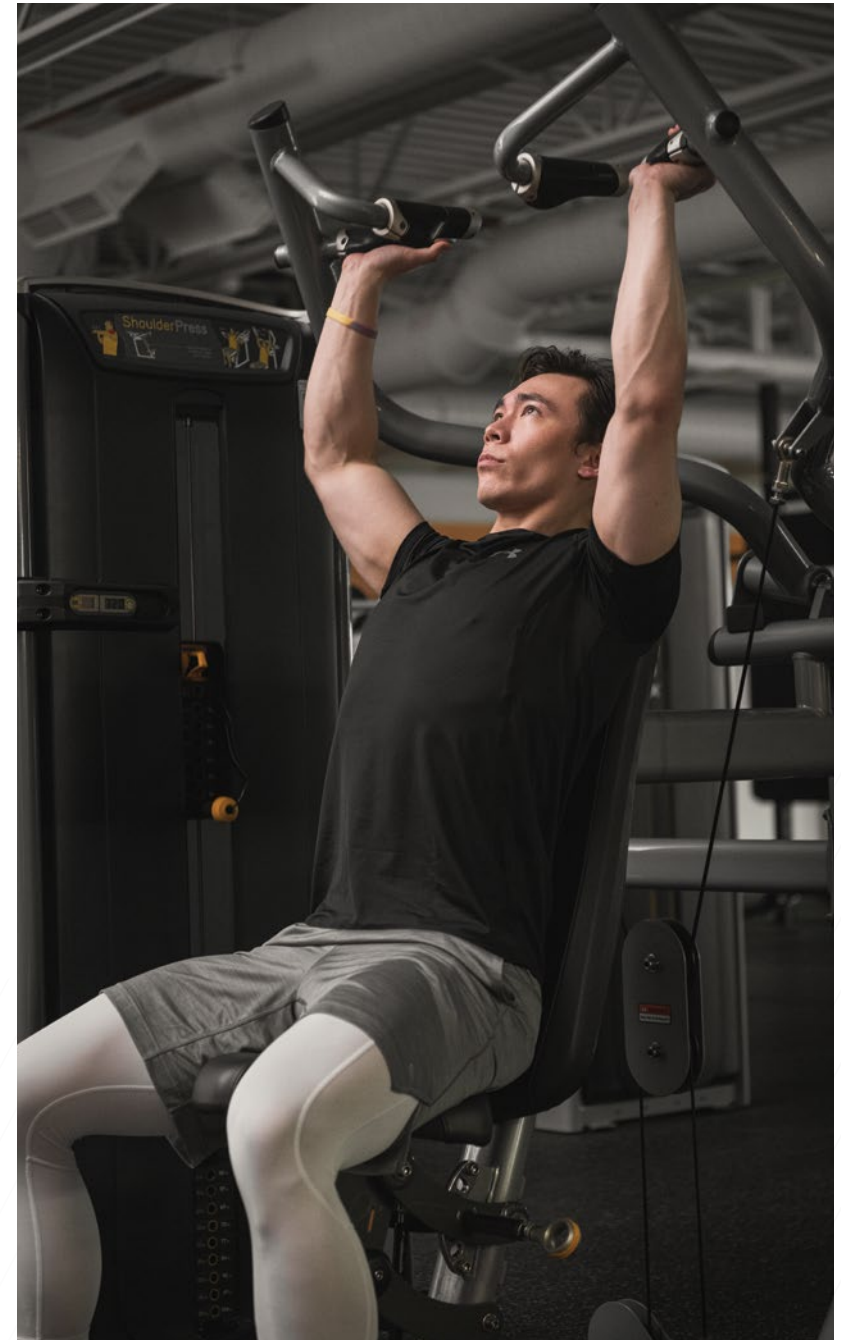
EXPECT AN EXCEPTIONAL PERFORMANCE

If you want to make your facility stand out with an exceptional running experience, nothing outperforms or outlasts our Performance Plus Treadmill. Our shock-absorbing Pure Stride Cushioning System and Dynamic Response Drive System make even the most intense runs feel comfortable, solid and smooth. Our unique belt and drive combination lasts for up to 100,000 miles with an absolute minimum of maintenance. It's also quieter than traditional treadmills at most speeds, and quieter than competitive slat-belt treadmills with significantly less vibrations. Sculpted ergonomic features like continuous multi-grip handlebars make every touchpoint more comfortable, and robust design details like cast-aluminum endcaps withstand intense environments and heavy use for years. Smart features like easily removable side rails, a front-accessible component cover and built-in casters streamline maintenance and service, so your most demanding students can count on a good, hard run every time they visit your recreation facilities.



DISCOVER YOUR STRENGTH

All of our strength series offer something unique, and finding the right combination can help you provide the options right for your community no matter the size of your recreation center or budget. Choose from series that offer high-performance designs, endlessly reconfigurable options, premium styling, unmatched durability and much more, mixing and matching until your singular vision of fitness becomes a reality.





FEATURED STRENGTH

MAGNUM GLUTE TRAINER

SMART & STABLE

Help students tone muscle, build power and improve hip and core stability with a smarter, more stable take on high-intensity glute training. Advanced biomechanics mimic bar hip thrusting without the difficulty and discomfort of free weights, and walk-through design makes it easy for anyone to get started. Refined ergonomics accommodate users of all sizes comfortably, while high maximum resistance and elastic band hooks challenge even elite athletes.





MAGNUM MX RACKS

STRENGTH WITHOUT LIMITS

No matter how large or small your space, you can design a unique strength training area that maximizes variety and space. A smart design makes it easy to attach over 70 options and components to customize the training possibilities for your students. Showcase your school spirit by incorporating your own logos, messaging and colors.





FUNCTIONAL FITNESS FOR EVERYONE

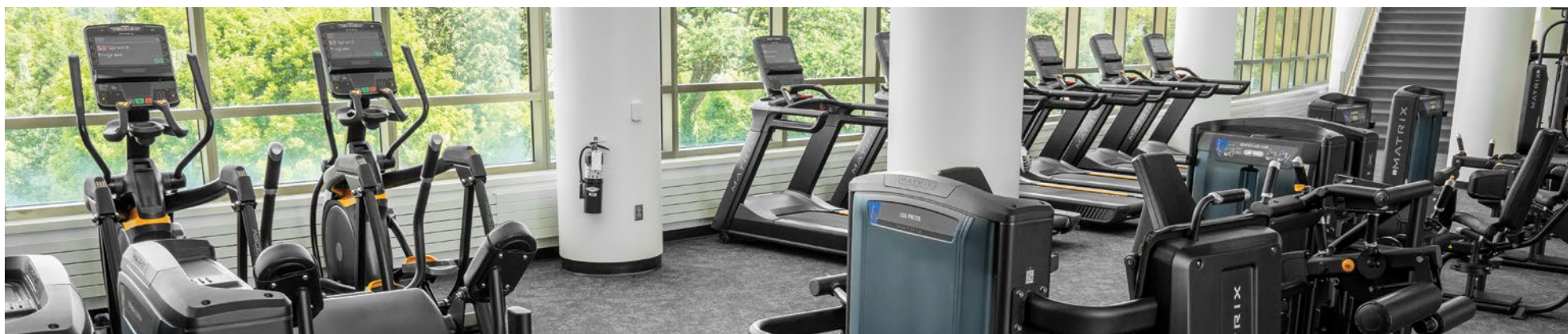
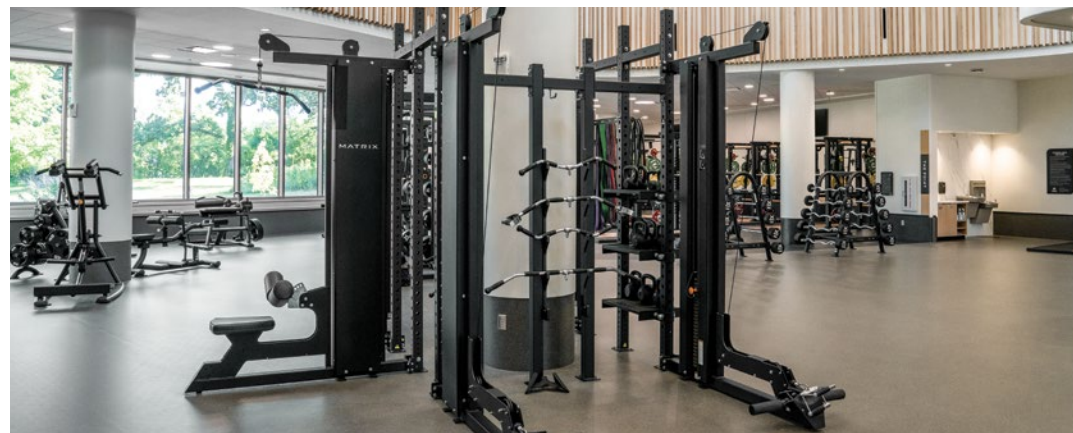
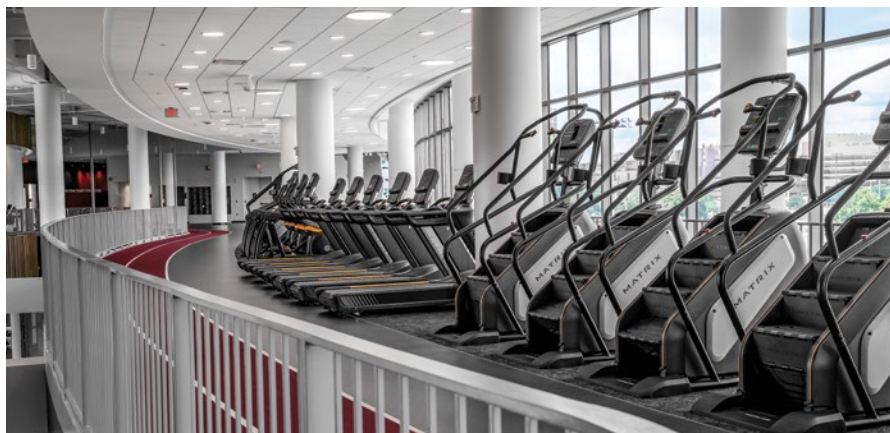
When it comes to functional training, our distinctive offering will give your students the kind of dynamic exercise experience they'd expect to find in their favorite health club. Choose from functional trainers that let multiple users build strength for the activities of daily living or smaller smart solutions that transform underused spaces into versatile training stations, giving you flexible solutions for a functional experience.

RECREATION SHOWCASES

Matrix is proud to have our equipment prominently featured on campuses throughout the U.S. Here is a small selection of the exemplary colleges and universities we partner with, a list that grows every day.

**UNIVERSITY OF
WISCONSIN-MADISON**

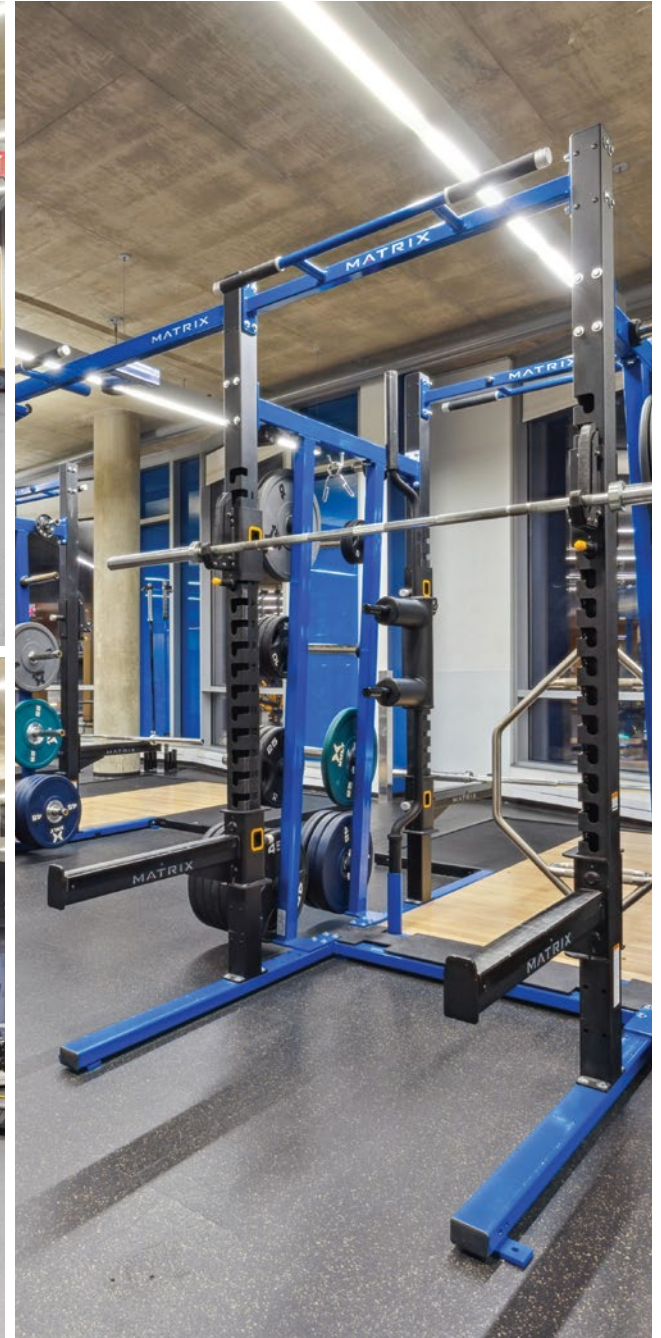
MADISON, WI



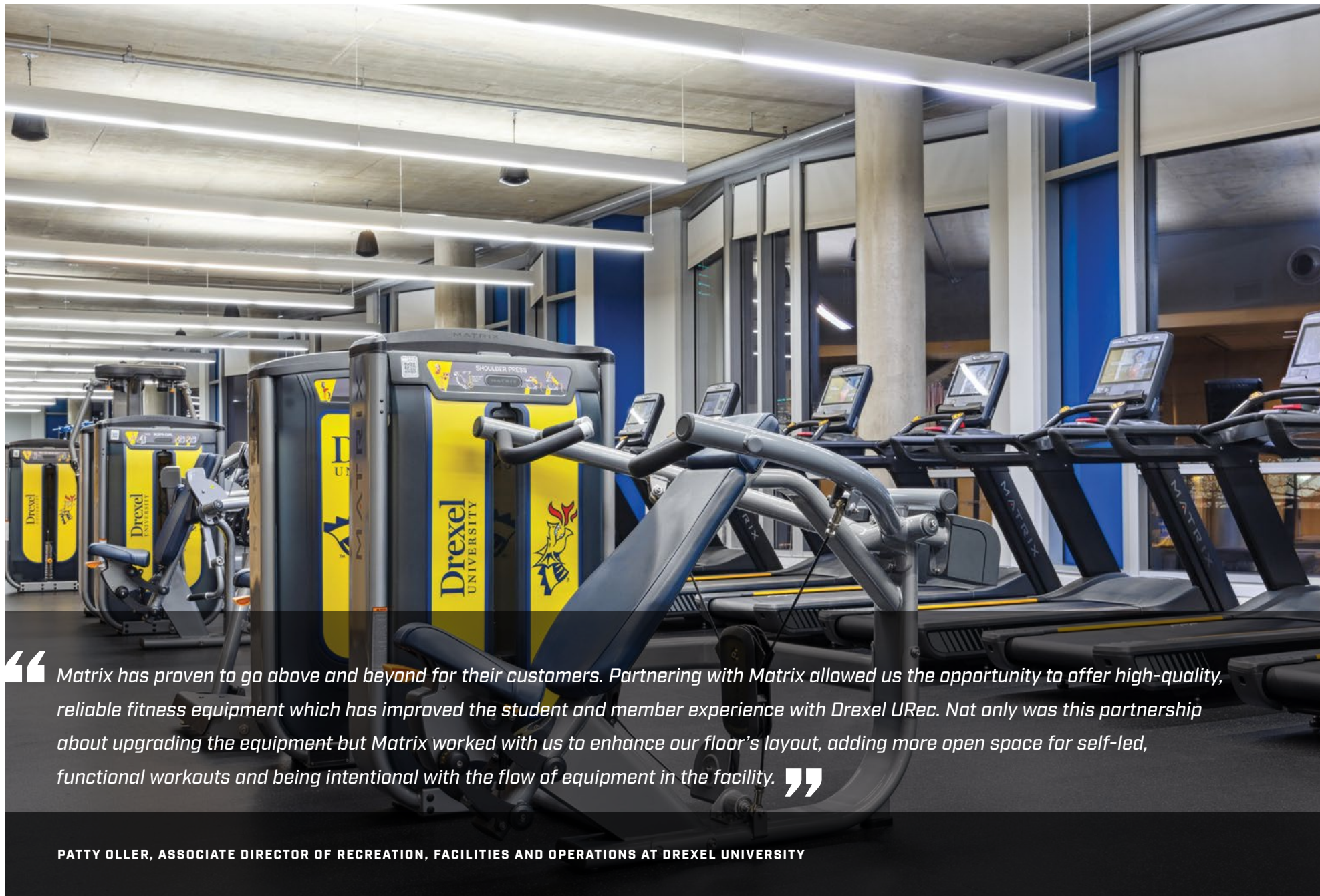
“When we began designing the Bakke Recreation & Wellbeing Center, we knew that Matrix Fitness would play a significant role in our design and equipment selection. We worked with Matrix to develop a shared understanding of why and how we wanted the Bakke to look, feel and be different than its recent predecessor the Nicholas Recreation Center, and how Matrix could help to get us there. Now that our facility master plan is complete, we continue to work with Matrix to implement our fitness equipment replacement plan to ensure that our students and members have access to the best and most modern equipment available.”

ERIK JAEKE, DIRECTOR OF MEMBER ENGAGEMENT AT UNIVERSITY OF WISCONSIN-MADISON RECREATION & WELLBEING

SHOWCASE FACILITIES



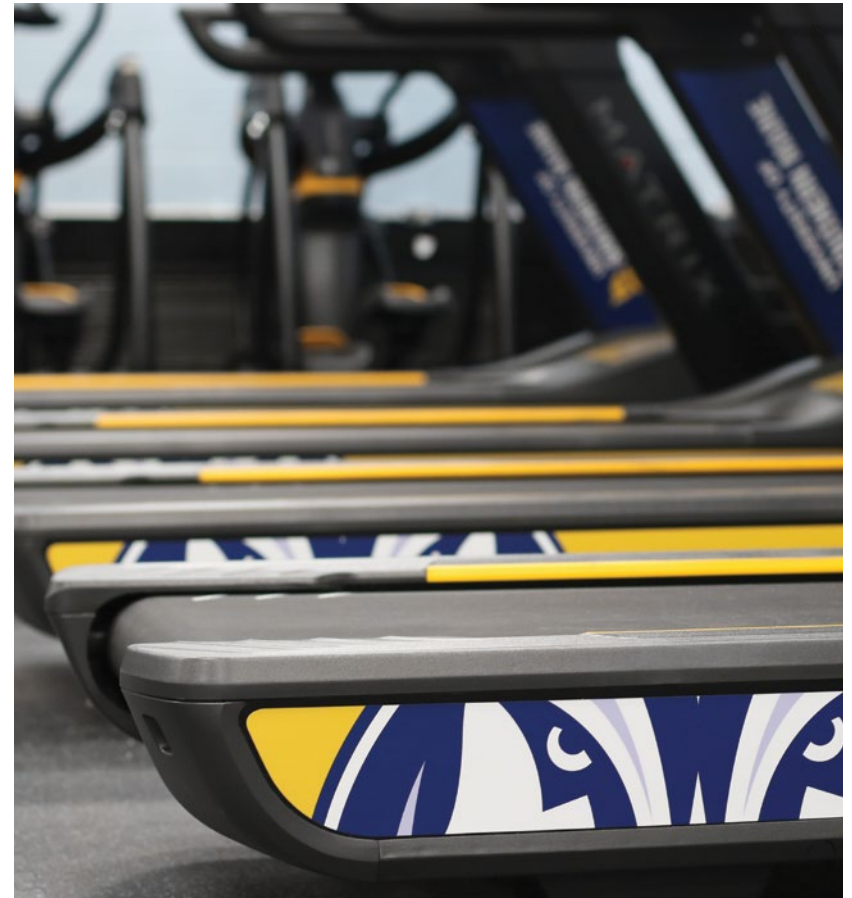
DREXEL UNIVERSITY
PHILADELPHIA, PA



“ Matrix has proven to go above and beyond for their customers. Partnering with Matrix allowed us the opportunity to offer high-quality, reliable fitness equipment which has improved the student and member experience with Drexel URec. Not only was this partnership about upgrading the equipment but Matrix worked with us to enhance our floor’s layout, adding more open space for self-led, functional workouts and being intentional with the flow of equipment in the facility. ”

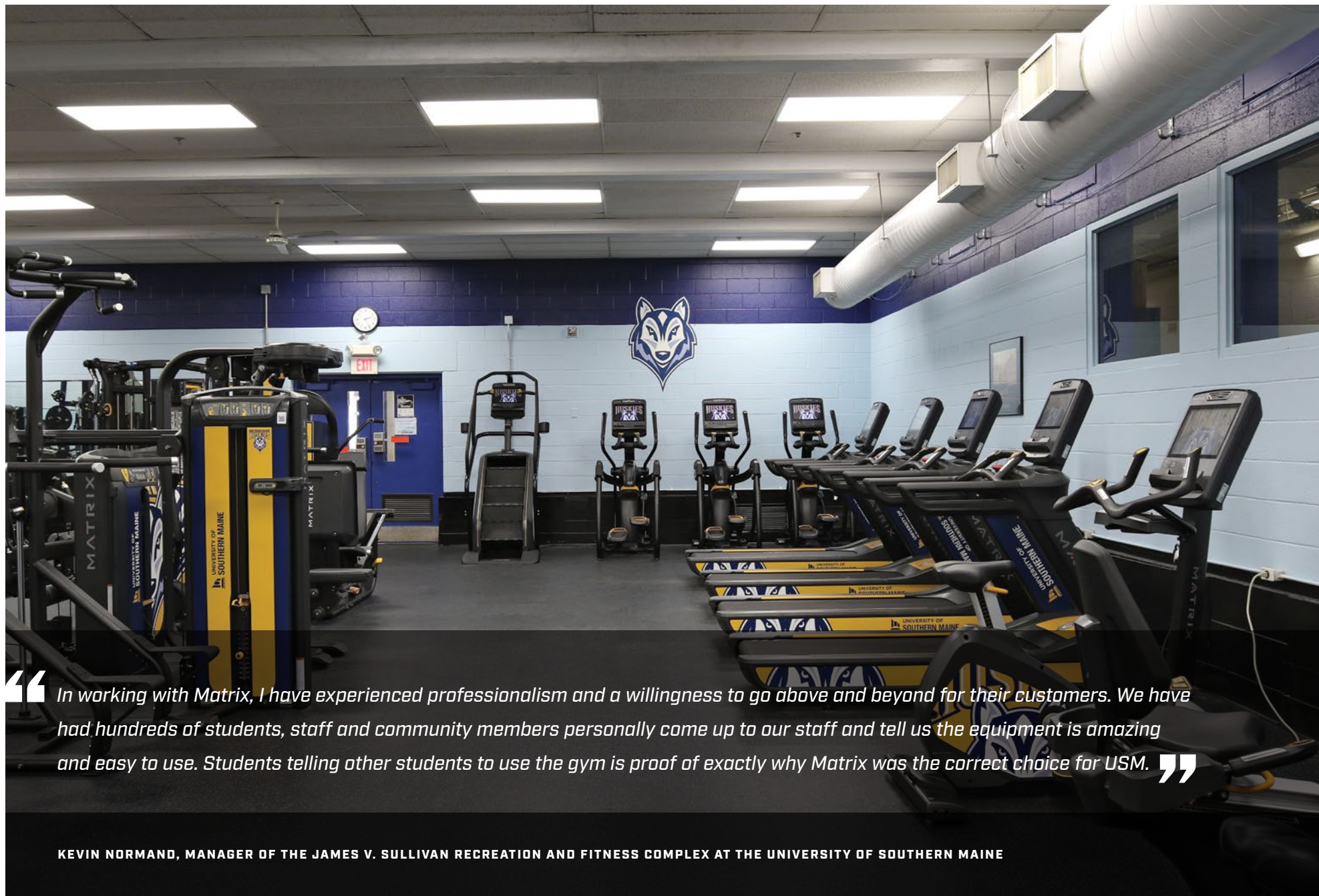
PATTY OLLER, ASSOCIATE DIRECTOR OF RECREATION, FACILITIES AND OPERATIONS AT DREXEL UNIVERSITY

SHOWCASE FACILITIES



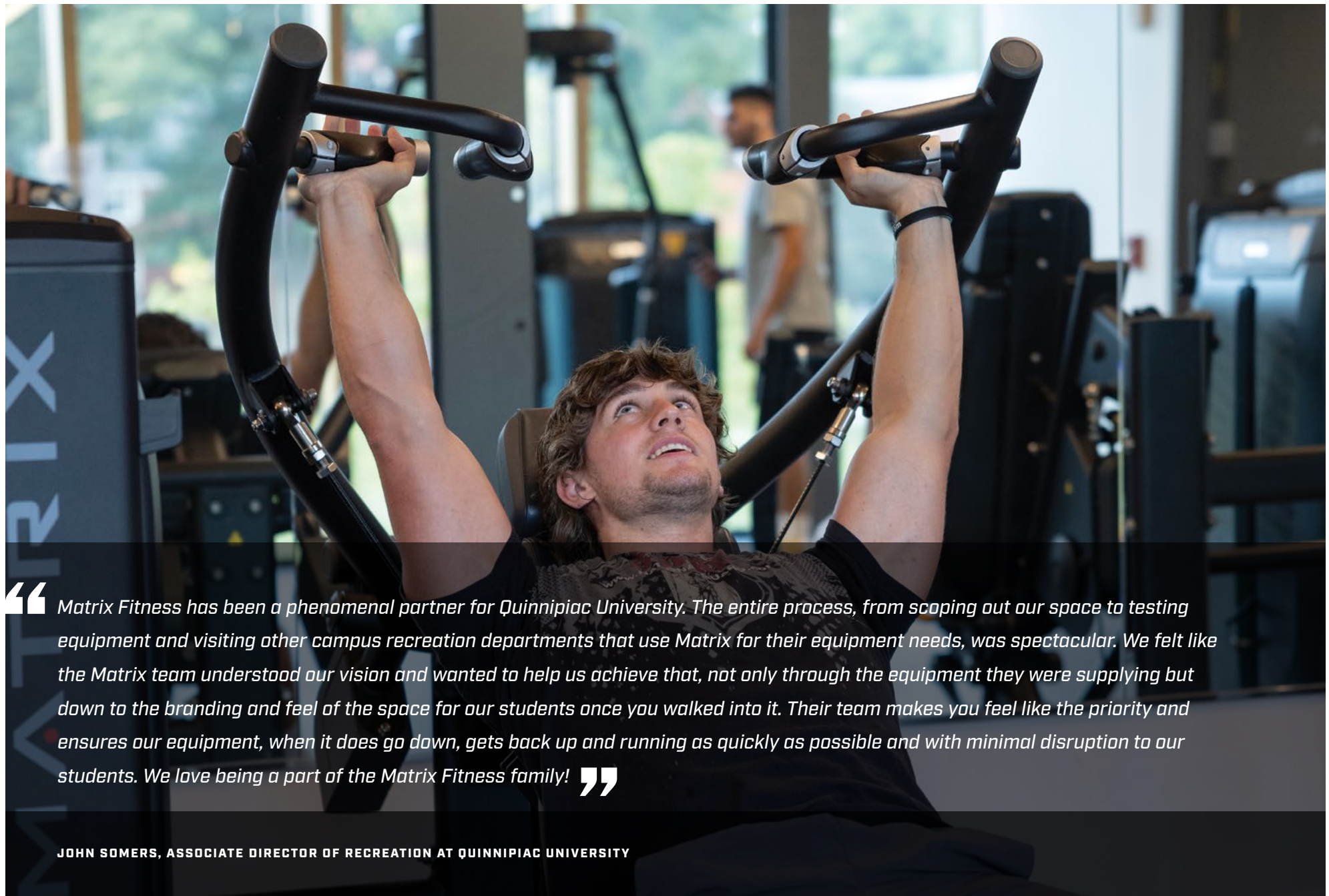
UNIVERSITY OF SOUTHERN MAINE

PORTLAND, ME



“In working with Matrix, I have experienced professionalism and a willingness to go above and beyond for their customers. We have had hundreds of students, staff and community members personally come up to our staff and tell us the equipment is amazing and easy to use. Students telling other students to use the gym is proof of exactly why Matrix was the correct choice for USM.”

KEVIN NORMAND, MANAGER OF THE JAMES V. SULLIVAN RECREATION AND FITNESS COMPLEX AT THE UNIVERSITY OF SOUTHERN MAINE



“ *Matrix Fitness has been a phenomenal partner for Quinnipiac University. The entire process, from scoping out our space to testing equipment and visiting other campus recreation departments that use Matrix for their equipment needs, was spectacular. We felt like the Matrix team understood our vision and wanted to help us achieve that, not only through the equipment they were supplying but down to the branding and feel of the space for our students once you walked into it. Their team makes you feel like the priority and ensures our equipment, when it does go down, gets back up and running as quickly as possible and with minimal disruption to our students. We love being a part of the Matrix Fitness family!* ”

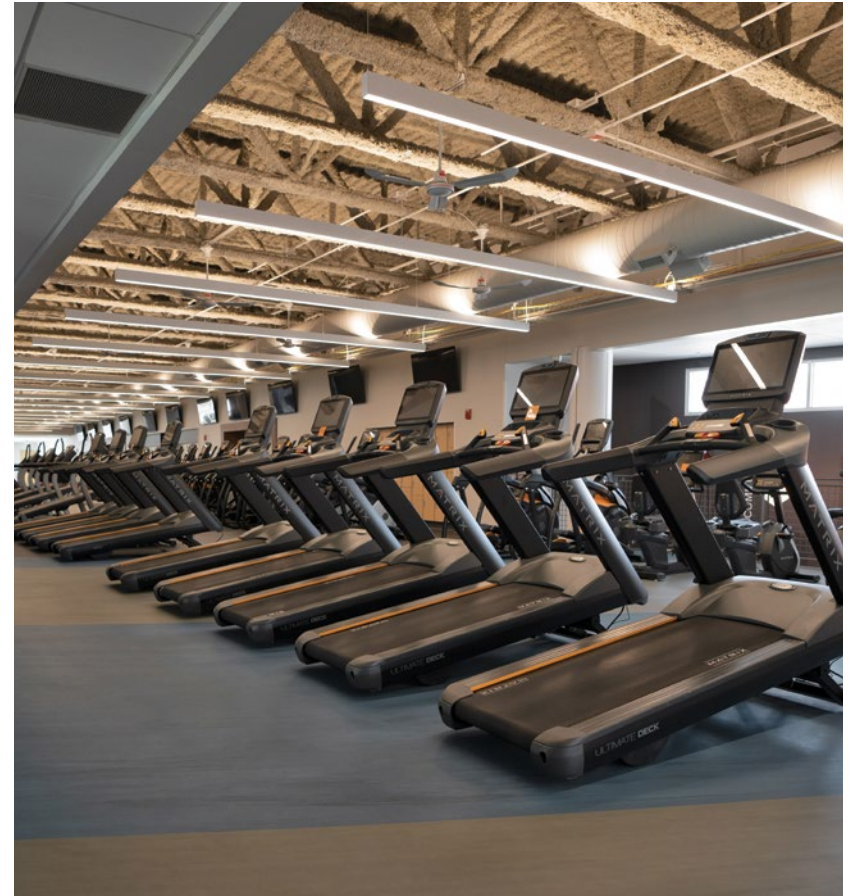
JOHN SOMERS, ASSOCIATE DIRECTOR OF RECREATION AT QUINNIPIAC UNIVERSITY



QUINNIPIAC UNIVERSITY

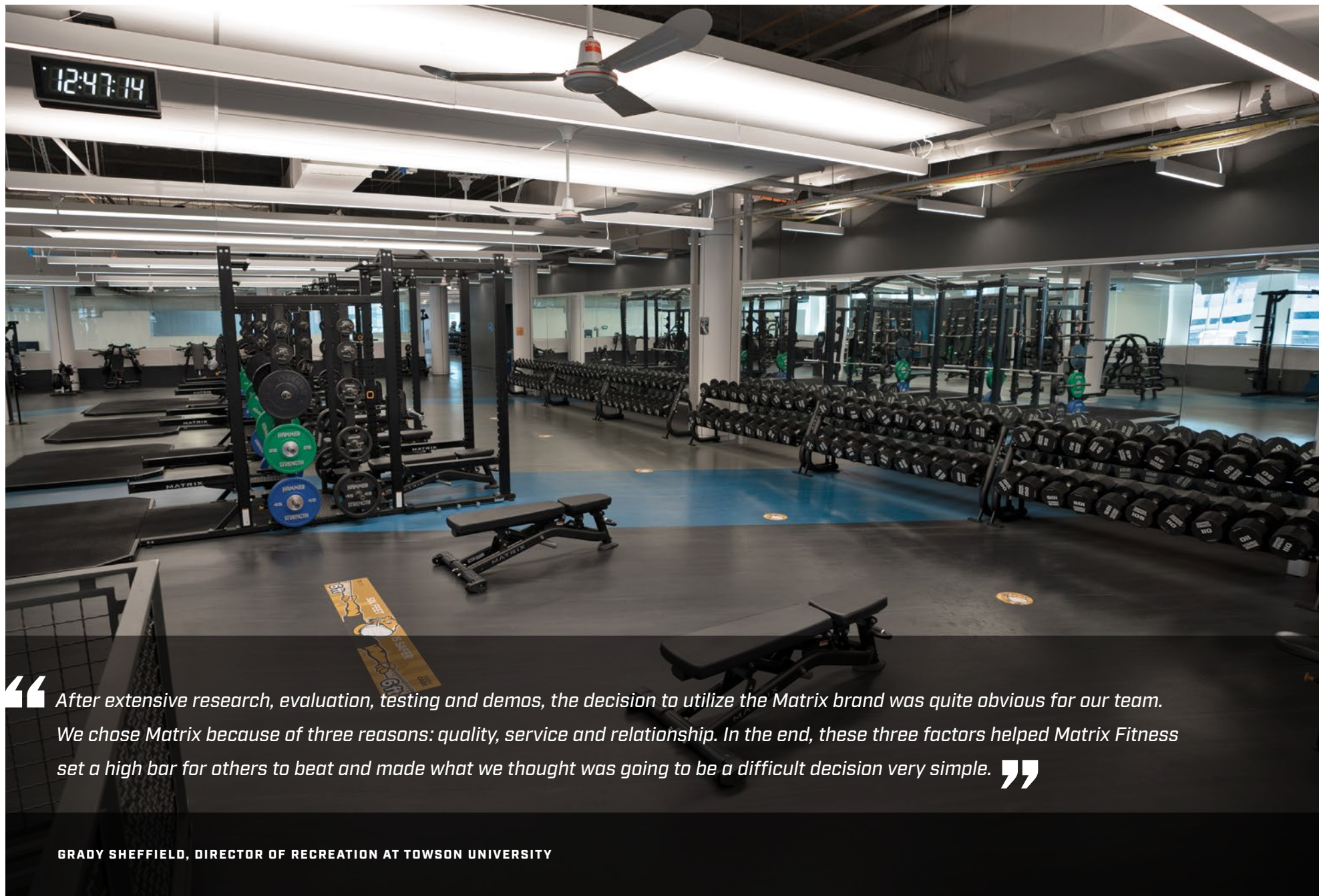
HAMDEN, CT

SHOWCASE FACILITIES



TOWSON UNIVERSITY

TOWSON, MD



“After extensive research, evaluation, testing and demos, the decision to utilize the Matrix brand was quite obvious for our team. We chose Matrix because of three reasons: quality, service and relationship. In the end, these three factors helped Matrix Fitness set a high bar for others to beat and made what we thought was going to be a difficult decision very simple.”

GRADY SHEFFIELD, DIRECTOR OF RECREATION AT TOWSON UNIVERSITY

MATRIX AROUND THE WORLD

ALBANIA
AUSTRALIA
AUSTRIA
BANGLADESH
BELGIUM
BRAZIL
BULGARIA
CAMBODIA
CANADA
CHINA
CYPRUS
CZECH REPUBLIC
DENMARK
FRANCE
GERMANY
GREECE
HONG KONG
INDIA
INDONESIA
ITALY
JAPAN
JORDAN

KOREA
KUWAIT
LAOS
LUXEMBOURG
MALAYSIA
MALTA
MEXICO
MYANMAR
NETHERLANDS
NEW ZEALAND
OMAN
PHILIPPINES
POLAND
PORTUGAL
QATAR
ROMANIA
RUSSIA

SAUDI ARABIA
SLOVAKIA
SOUTH AFRICA
SPAIN
SRI LANKA
SWITZERLAND
TAIWAN
THAILAND
TURKEY
UNITED ARAB EMIRATES
UNITED KINGDOM
UNITED STATES
VIETNAM

MATRIX AROUND THE WORLD

Matrix Fitness — a brand of Johnson Health Tech — is the industry's fastest-growing manufacturer and a favorite choice of the world's finest fitness centers. A truly global company with over 30 subsidiaries worldwide, we're well-positioned to serve clients everywhere with truly local sales, service and support.







Matrix Fitness

1600 Landmark Drive
Cottage Grove, WI 53527 USA

   matrixfitnessusa
matrixfitness.com | 866.693.4863

©2024 Matrix Fitness. All Rights Reserved.

AUTHORIZED MATRIX FITNESS DISTRIBUTOR