



MATRIX ROWER

An indoor rowing machine that delivers a seamless group training experience

The biggest challenge was to change the perception of contemporary rowing exercise. We knew that the rower originated from stationary workout platforms, and the design had not changed much in nearly 20 years. But training methods had evolved significantly toward a more effective and engaging group training format. Users experienced frustrations resulting from designs that weren't meant for group training, such as over-complicated consoles, fan noise and complex folding mechanisms. The Matrix Rower design had to deliver an experience relevant to the group training circuit.

SEAMLESS GROUP TRAINING EXPERIENCE

The Matrix Rower design delivers a seamless group training experience. Driven by deep insights from field research and experts, the design eliminates user pain points in group training and empowers users at every stage from class preparation to cleanup.

- *Integrated wheels and a vertical storing position make before- and after-class setup easy. Users can easily push the rower to or from designated storage areas.*
- *The whisper-quiet magnetic resistance system makes communication between users and trainers effortless.*
- *The “Just Row to Start” functionality of the console and quick releases on the foot straps streamline exercise rotation in multi-modality training circuits.*
- *The extended range of resistance and easy-to-reach control knob offer satisfying challenge for users at different experience levels.*



“WAVE” DESIGN LANGUAGE

A design language that blends form with training

Using a metaphorical “Wave” design, the Matrix Rower connects users with an on-the-water rowing experience. The “Wave” design is both functional and attractive, created to take rowing out of boring stand-alone workout zones and make it relevant to the modern group-training environment. This approachable, sleek design will encourage new users to try the activity and impress seasoned rowers alike.





“WAVE” DESIGN LANGUAGE

The “Wave” shape frame serves multiple purposes in high intensity group training:

- *It provides a stable frame for exerciser to ride on, makes it possible for the high intensity interval training.*
- *It makes it easier to move the rower by simply lifting the rower rear end up, eliminates additional steps to fold the rower before moving.*
- *It makes it structurally sound to store vertically for space saving purpose.*
- *It protects what contains in between the frame tubing, such as the plastic cover and flywheel, from damage.*



“WAVE” DESIGN LANGUAGE

The “Wave” elements also help improving user experience on touch points.

- Improve airflow between handle bar and user’s hands, and also help user grab onto handle bar.
- Add cushion to heel-cup and reduce impact on user’s feet.
- Prevent slipping and help securing user on the seat



Air grooves on
handle bar

Heel-cup cushion



Generator-powered
back-lit screen


Training mode
toggle key

Program quick key

GROUP TRAINING CENTRIC CONSOLE

Our new console is simplified to eliminate unnecessary steps in the fast pace group training:

- “Just Row to Start” function enables the user to start their workout without touching a button, ideal for multi-modality circuits.
- The generator-powered back-lit screen makes it easy to measure progress and results in darkened group training environments without ever plugging-in.
- A set of quick keys provides instant access to desired training programs.



PROPRIETARY MAGNETIC RESISTANCE SYSTEM

Our new proprietary magnetic resistance system provides the best out-of-water rowing feel:

- *It eliminates the noise of fan-based resistance systems and water replenishment issues of water-based system.*
- *It delivers the best-in-class rowing feel with feedbacks from the coach of a leading national rowing team, members of the Olympic rowing team and professional fitness trainers.*

Rubber Co-molded Grip

Plastic Tip

Aluminum Core

High Strength Plastic Sleeve

Double Braided Nylon Rope

Crimp Cover and Rope Stopper

DURABLE YET COMFORTABLE

Our “bulletproof” design reduces the risk of damage from user errors, minimizes downtime for facility owner.

- *The light-yet-strong rubber and co-molded aluminum handle bar carries less kinetic energy to reduce the risk of damaging the console.*
- *The console mast is made of steel to withstand the pulling force from the user's bodyweight.*
- *The front plastic covers are protected by the “Wave” frame from an accidentally released handle bar.*

SPACE SAVING

The Matrix Rower offers exceptional space efficiency while remaining the same stroke length.

The new design is **11%** shorter than the commercial rower from leading brand on the mar-

ket and it is **20%** shorter than the our legacy rower.

The design helps placing more units in the training space and generate more revenue per square foot to keep both facility owners and users happy.



Foot Print of Leading Brand Rower

Foot Print of Legacy Matrix Rower