



ROC-IT® SELECTORIZED

The ROC-IT® line, is unlike any other selectorized equipment. ROC-IT products make the user an integral part of the exercise motion by continually adjusting the position of the user as they engage the target muscles to move the exercise arm. By continually moving and adjusting the users' body throughout the range of motion, the ROC-IT products ensure correct biomechanics throughout the exercise.

OPTIMAL BIOMECHANICS

The ROC-IT technology allows for an exercise movement that results in optimal biomechanic positioning and an increased range-of-motion throughout the exercise. This exercise motion mimics the more natural, comfortable

movements of free weight training. Additionally, the rocking movement constantly shifts the user's center of gravity to impose small, yet appropriate challenges to the core muscles while maintaining adequate stability and proper form.

The ROC-IT line represents a training technology optimally suited to meet the training needs of diverse population groups ranging from the deconditioned and sedentary to the more athletic and well-conditioned.





ROC-IT® SELECTORIZED FEATURES

INCREASE BRAND AWARENESS

- Logo Decals*— Provide your company logo and HOIST will develop custom logo decals that are placed under the instructional placards on the machine (*only available to purchasers of a ROC-IT® line consisting of 8 or more machines)
- Shield Wrap— Opportunity to add custom weight stack shield wrap with shield designed with your company logo or banding

CONVENIENCE

- Integrated Towel Hook, Bottle Holder & Accessory Tray— Keeps personal items organized and reduce clutter on the gym floor
- Ratcheting Adjuster System— Quick and easy seat adjustments to accommodate varying user sizes
- Easy Step-Through Design— Speeds up workouts and allows for user to quickly enter/exit the machine
- Integrated Scuff Guards & Rubber Foot
 Protectors— Protects the machine's frame finish and facility floor
- Wide & Narrow Hand Grip Positions—
 Accommodating hand grip positions to fit all body types
- Permanently Anchor All RS Products In Place— Maximizes space planning

COMFORT

- Reduced Noise— Silent Steel® weight stacks are specifically designed for noise reduction during exercise
- Head Support & Oversized Handles— Provides a more comfortable and secure workout

SLEEK & APPEALING

- Enclosed Weight Stacks— Offers privacy to the user while exercising
- Molded Plastic Upholstery Covers & Contoured
 Foot Rests— Adds a contemporary and finished look





ROC-IT® SCIENCE.

ROC-IT products capture attention and make strength training more enjoyable, but the foundation of the ROC-IT design isn't based on appearance—it's rooted in extensive biomechanical research.

ROC-IT technology addresses the human body as a complete system, not as isolated groups of muscles. The movement designed in each ROC-IT product more closely mimics the way a body operates in everyday life, enhancing results and reducing risk of injury.

Traditional machine-based exercise is muscle-centric and provides a stable platform, which helps beginners and casual users. But it comes at the cost of isolating individual muscles in a stable environment. Effective strength training challenges the entire Human Movement System, which has nervous, muscle and skeletal components working in harmony to achieve optimal results. This is where most traditional machines fail.

Fixed machine design restricts natural movement, especially at the end of the range of motion. It forces unnatural positions that put unnecessary stress on the body, increasing the risk for injury.

It's not uncommon to see a user come out of the seat on a fixed machine at the end of the exercise motion. Why? Because the machine forces the user into an unnatural position—out of proper alignment. The machine is fixed, and because the user is not, he/she is required to adjust to the machine to complete the exercise. With the compromised biomechanical positioning in the end of the exercise motion in fixed machines, the body's ability to safely and effectively control movement is diminished.

ROC-IT products continuously adjust a user's position, maintaining optimal positioning throughout the entire exercise range of motion. Essentially, the machine transforms to accommodate the movement of the human body.

"With its dynamically rocking technology, the HOIST ROC-IT line reveals numerous biomechanical and physiological advantages missing with most traditional exercise machines. This includes a dynamically-adjusted user position to optimally align and maintain joint position throughout motion. Shear-stress forces are thus reduced within joints by creating multiple segment movement, providing small yet appropriate proprioceptive challenges to the lumbopelvic hip complex (LPHC). This improves stability, and provides greater muscle pre-stretch or loading to overload muscles.."

-FABIO COMANA, MA., MS., NASM CPT, CES & PES; NSCA CSCS; ACSM HFS; ACE CPT & LWMC; CISSN, DIRECTOR, CONTINUING EDUCATION, NASM



Effective strength training requires an efficient way to condition and challenge a body's functional capabilities. It utilizes systems that promote optimal biomechanics throughout the full range of motion. It trains the body in a way that challenges and incorporates the body's stability centers.

Each ROC-IT machine is designed to continuously shift the user's center of gravity to impose appropriate challenges to the Lumbo-Pelvic-Hip Complex (LPHC). This advanced exercise movement enhances core involvement and the number of LPHC muscles needed to stabilize the hips and trunk. ROC-IT products yield more stability, more strength applied to the exercise path, and more calories burned— for a more complete exercise.

HOIST's ROC-IT products achieve many other significant biomechanical advantages over fixed machines:

They make the human body an integral part of the exercise, training it as a system, not isolated and disconnected parts.

They provide stable exercise platforms that help users maintain a natural range of motion and correct form without overloading or stressing joints.

They allow users to impose a "pre-stretch" that improves muscle activation and strength increases.

They reduce recovery time by eliminating awkward positions that compromise the body's ability to rebuild.



Fitness facilities exist because of their members, and it's imperative that owners install the safest and most effective equipment available. HOIST's ROC-IT line is an industry leader when it comes to selecting equipment that minimizes risk during strength training exercise. When you add ROC-IT products to your facility, you're not just installing machines designed and engineered with unique patented ROC-IT technology, you're installing machines people can't wait to use!

FOR MORE INFORMATION ABOUT HOIST PRODUCTS, Contact HOIST Sales at 800.548.5438 or sales@hoistfitness.

"THE ROC-IT LINE IS A TRUE INNOVATION IN STRENGTH TRAINING THAT COMBINES SUPERIOR BIOMECHANICS WITH FUN TO CREATE AN UNFORGETTABLE EXPERIENCE. KUDOS TO HOIST FOR DEVELOPING EQUIPMENT THAT WILL HELP CLUB OPERATORS ATTRACT ALL TYPES OF INDIVIDUALS TO STRENGTH TRAINING."—CEDRIC X. BRYANT, PH.D., FACSM, CHIEF SCIENCE OFFICER - ACE®



SEATED DIP





- Functional movement for tricep muscles
- Starts the body in a slight forward lean, then rocks rearward to a stable exercise position
- Adjustable exercise handles provide proper positioning and reduce excessive shoulder stress and instability
- Naturally mimics the exercise motion of the bar dip
- Ratcheting seat adjustment
- 345 lb weight stack



BICEPS CURL





- Cable-Driven™ exercise movement automatically adjusts to accommodate varying arm lengths and shoulder widths
- · Swiveling pulleys provide pronated, neutral or supinated grip positions
- Starts the body in an upright posture to improve arm extension for biceps recruitment, then rocks rearward during the exercise to reduce shoulder and back involvement
- Rocking motion mimics the natural movement of a standing barbell/ dumbbell curl without involving the lower back
- 345 lb weight stack



TRICEPS EXTENSION



- Functional movement for tricep muscles
- Starts the body in a slight forward lean, then rocks rearward to a stable exercise position
- Adjustable exercise handles provide proper positioning and reduce excessive shoulder stress and instability
- Naturally mimics the exercise motion of the bar dip
- Ratcheting seat adjustment
- 178 lb weight stack



LAT PULLDOWN



- Self-aligning handles automatically adjust to the user while the forward, unsupported movement of the torso results in greater activation of the core musculature
- Multiple grip positions accommodate varying body sizes/arm lengths
- Starts the body in a slight forward lean, increasing the muscle stretch to the lats and traps, then rocks the seat forward to a more neutral position
- Patented counter-balanced exercise arm and adjustable thigh pad
- 345 lb weight stack



SEATED MID ROW



- Self-aligning exercise arm allows the user to pull the handles down into a low row position to recruit more mid and lower back muscles
- Swiveling handles provide pronated, neutral and supinated grip positions
- Pull movement lifts the seat while rocking the body rearward to avoid unsafe lower back hyperextension
- Greater activation of the core muscles to maintain balance during unsupported torso movement
- 345 lb weight stack



LOW BACK



- Starts the body in a forward lean with knees bent, then rocks rearward to maintain proper alignment between hips and low back while reducing stress to the low back
- Swivel back pad is designed to ensure a safe and comfortable exercise movement while providing optimal support to the hips and spine
- · Adjustable foot rests to accommodate varying user sizes
- 345 lb weight stack



CHEST PRESS



- Contoured press arm handles provide multiple grip positions
- Designed to reduce stress placed on the anterior shoulder capsule associated with horizontal extension and internal rotation of the arm
- Starts with the exercise handles positioned at chest level, then rocks rearward to align the handles with the chin mimicking the natural angular or arched movement of a bench press
- Foot assist bar facilitates optimal positioning of press arm handles to control the degree of exercise pre-stretch
- 345 lb weight stack



PEC FLY





- Each exercise arm has a range-of-motion adjuster that facilitates the press arm handle positioning to safely maximize exercise pre-stretch
- Starts with the exercise handles positioned at the upper-chest level, then rocks rearward which recruits the mid and low chest muscles during exercise movement
- Designed to reduce the stress placed upon the anterior shoulder capsule associated with horizontal extension and rotation of the arm
- Swiveling handles self-align to the user's wrist during exercise
- 345 lb weight stack



LEG EXTENSION





- Easy-to-use, the gas shock assisted adjustable back pad accommodates varying leg lengths
- Self-aligning roller pad automatically adjusts to reduce potential stress of the ankle joints
- Begins in a upright posture, then rocks rearward during the exercise providing a greater range-of-motion and a more natural hinge movement
- Rocking movement lowers the hips to maintain a posterior pelvic tilt to better load the quadriceps muscle
- 345 lb weight stack



LEG CURL





- Gas shock assisted back pad accommodates varying leg lengths
- Self-aligning roller pad automatically adjusts to reduce potential stress on the ankle joints
- Adjustable shin pad creates a natural hinge movement and reduces shearing force and stress on the knee joints
- Begins in a upright posture, then rocks rearward during the exercise providing a greater range-of-motion
- 360 lb weight stack



LEG PRESS





- Eleven linear seat adjustments to accommodate varying leg lengths
- Large oval molded foot plate provides multiple foot placement positions for both leg press and calf exercises
- Starts the body in the traditional leg press position, then rocks the upper torso rearward to provide greater activation of the gluteal muscles
- 380 lb weight stack



INNER THIGH





- Range of motion adjustment accommodates starting position
- Starts the body in a decline position to enhance user comfort by facilitating hip abduction to open the thigh muscles while maintaining proper alignment of the spine
- The forward rocking movement reduces stress on the body by allowing the hips to naturally flex forward, while supporting the low back
- 190 lb weight stack



OUTER THIGH





- Range of motion adjustment accommodates starting position
- Starts the body in a forward position to enhance user comfort by positioning the hips for optimal exercise movement while maintaining proper alignment of the spine
- The rearward rocking movement reduces low back stress by allowing the hips to naturally tilt backwards and reducing stress to the spine
- 190 lb weight stack



PRONE LEG CURL





- Starts the body in a more upright angle making it easier to enter and exit the machine
- Rocking movement of the upper torso during the exercise offers increased flexibility and range of motion
- Downward rocking motion keeps spine and neck in correct alignment unlike traditional prone leg curls
- Six ankle pad adjustment points and four range of motion adjustments to accommodate users of all height
- 178 lb weight stack



GLUTE MASTER





- Added forearm support and angled-grip handles allow users to engage core muscles throughout the exercise
- Downward rocking movement of the upper torso during the exercise offers an optimal range of exercise motion
- Angled forearm and pivoting knee pad offer constant upper and lower body support to avoid unnatural loading of the spine
- Knee pad adjusts with pivoting movement for accurate exercise positioning. Foot plate adjusts to accommodate varied leg lengths
- 178 lb weight stack



ROTARY CALF





- Eleven linear seat adjustments to accommodate varying leg lengths
- Designed to emphasize movement through the ankle, promoting a greater range of exercise motion
- Rocking movement intensifies the work load to the calf muscle while reducing undesired stress placed on the feet
- 345 lb weight stack



SHOULDER PRESS



- Designed to place hands in a neutral grip position to reduce potential shoulder impingements
- Starts with the exercise handles positioned in front of the body, then rocks rearward positioning the handles overhead to mimic the natural movement of a dumbbell shoulder press
- Rocking movement aligns the user's arm with the midline of their torso to decrease external rotation of the shoulder and reduce lower back arching
- 338 lb weight stack



LATERAL RAISE





- Rocking forward movement of the torso during the exercise challenges core muscles while engaging an optimal range of deltoid muscle flexion
- Swiveling stabilizer handles to accommodate varying user sizes
- Bi-lateral functionality allows for single-arm exercising
- Adjustable seat for varying user sizes
- 298 lb weight stack



ABS





- Pivoting seat pad provides multiple abdominal exercises and results in greater activation of the core musculature
- Begins in an upright posture with exercise handles overhead to prestretch the abdominal muscles
- Rocking movement lowers the hips to increase the involvement of the abdominal muscles to produce trunk flexion
- Designed to offer constant lumbar, thoracic and cervical support to avoid hyper extension or unnatural loading of the spine
- 345 lb weight stack



ROTARY TORSO





- Incorporates ROC-IT technology by offering users an instability option (ROC-IT or LOCK IT™) for muscle engagement
- Starting positions in 40, 60, 80, and 100 degrees from "face forward" offer an optimal range of exercise motion in both directions
- Chest pad adjusts to accommodate varied torso lengths. Stabilizing handles offer upper body support to minimize low back stress
- · Ergonomic kneeling pad minimizes low back stress
- 128 lb weight stack



CHIN/DIP ASSIST





- Offers 14 exciting exercise variations, 7 with assistance, and 7 without
- Flip 'N Grip™ handles allow users to perform neutral grip pull-ups and narrow grip chin-ups
- Rock-climbing handles to develop wrist, arm, and shoulder strength
- Adjustable foot plate to accommodate assisted and unassisted exercise positions
- 380 lb weight stack



HOIST Custom Artwork

Shield Wraps and Logo Decals

HOIST Fitness is pleased to offer custom designed shield wraps for ROC-IT Selectorized equipment to brand the units to your facility's unique style.

Artwork will be identical on both sides of the machine unless otherwise instructed. To best assist the designer in creating your custom artwork, please provide frame and upholstery colors for the units being ordered and art direction such as branding guidelines or a website that can be used as a basis for your design. If you would like to have a matching logo decal created with your shield wrap, please specify that when ordering.

ARTWORK SPECIFICATIONS:

Shield Wraps will be printed using CMYK Color Printers and all provided artwork is requested in this color mode.

Vectored artwork is the preferred format, be it a logo or graphic, as this can be scaled to any size without loss of quality to the artwork. Vector Artwork File Types: .EPS, .PDF, .AI

All other artwork must be provided at 300 DPI and at the minimum dimensions to fit into the chosen shield size. Active artwork is preferred in order to properly set the artwork to the proper size and angle. Outlined fonts are requested if fonts files are not provided. Editable Artwork File Types: .PSD, .PDF

Standard RS-HD Shield:

Width: 22" / 56 cm Height: 52" / 132 cm

HD-3200 & 3403 Shield:

Width: 22" / 56 cm Height: 60" / 152.5 cm

RS-1700 Shield:

Width: 22" / 56 cm Height: 84" / 213.5 cm

*If JPG format is provided, artwork must meet sizing _indicated above at 300 DPI and have no borders



DISCLAIMER PLEASE READ CAREFULLY: Actual frame and upholstery colors may differ from printed color samples and mock-ups shown. These mock-ups should be considered reference only. Due to the printing materials and method used, colors are subject to variation and color matching cannot be guaranteed. To help us match colors as closely as possible, please provide specific CMYK color codes per each color required and be advised that Neon colors are not available. Please note that as standard practice we will be placing HOIST logos at the top of the artwork as depicted in the proof.



STANDARD COLORS



Actual frame and upholstery colors may differ from color samples shown.

PRODUCT	NAME	LENGTH	WIDTH	HEIGHT	WEIGHT	WEIGHT STACK
RS-1101	SEATED DIP	60.00" (152 CM)	49.75" (126 CM)	54.75" (140 CM)	616 LBS. (279 KG)	345 LBS. (157 KG)
RS-1102	BICEPS CURL	64.50" (164 CM)	59.00" (150 CM)	58.00" (148 CM)	631 LBS. (286 KG)	345 LBS. (157 KG)
RS-1103	TRICEPS EXTENSION	66.00" (168 CM)	59.00" (150 CM)	54.74" (139 CM)	557 LBS. (253 KG)	178 LBS. (81 KG)
RS-1201	LAT PULLDOWN	65.50" (167 CM)	59.00" (150 CM)	86.00" (218 CM)	728 LBS. (330 KG)	345 LBS. (157 KG)
RS-1203	MID ROW	67.50" (171 CM)	47.75" (121 CM)	54.75" (140 CM)	595 LBS. (270 KG)	345 LBS. (157 KG)
RS-1204	LOW BACK	67.75" (172 CM)	55.50" (141 CM)	54.75" (140 CM)	620 LBS. (281 KG)	345 LBS. (157 KG)
RS-1301	CHEST PRESS	59.50" (151 CM)	60.50" (154 CM)	57.50" (146 CM)	624 LBS. (283 KG)	345 LBS. (157 KG)
RS-1302	PEC FLY	73.50" (187 CM)	64.25" (163 CM)	55.50" (141 CM)	591 LBS. (268 KG)	345 LBS. (157 KG)
RS-1401	LEG EXTENSION	46.00" (117 CM)	53.25" (135 CM)	60.00" (152 CM)	665 LBS. (302 KG)	345 LBS. (157 KG)
RS-1402	LEG CURL	51.75" (131 CM)	53.25" (135 CM)	60.25" (153 CM)	698 LBS. (317 KG)	360 LBS. (164 KG)
RS-1403	LEG PRESS	75.00" (190 CM)	50.50" (128 CM)	55.75" (141 CM)	882 LBS. (400 KG)	380 LBS. (173 KG)
RS-1406	INNER THIGH	68.25" (173 CM)	37.50" (95 CM)	56.50" (144 CM)	631 LBS. (286 KG)	190 LBS. (86 KG)
RS-1407	OUTER THIGH	68.25" (173 CM)	37.50" (95 CM)	56.50" (144 CM)	631 LBS. (286 KG)	190 LBS. (86 KG)
RS-1408	PRONE LEG CURL	54.75" (139 CM)	45.50" (116 CM)	54.75" (140 CM)	511 LBS. (232 KG)	178 LBS. (81 KG)
RS-1412	GLUTE MASTER	52.60" (134 CM)	57.50" (146 CM)	54.75" (140 CM)	580 LBS. (263 KG)	178 LBS. (81 KG)
RS-1415	ROTARY CALF RAISE	71.75" (182 CM)	49.50" (126 CM)	54.75" (140 CM)	736 LBS. (334 KG)	345 LBS. (157 KG)
RS-1501	SHOULDER PRESS	66.75" (170 CM)	53.50" (136 CM)	54.75" (140 CM)	622 LBS. (282 KG)	338 LBS. (153 KG)
RS-1502	LATERAL RAISE	59.00" (150 CM)	47.25" (120 CM)	56.50" (144 CM)	526 LBS. (239 KG)	298 LBS. (135 KG)
RS-1601	ABS	41.00" (104 CM)	63.50" (161 CM)	61.75" (156 CM)	553 LBS. (251 KG)	345 LBS. (157 KG)
RS-1602	ROTARY TORSO	45.50" (116 CM)	42.00" (107 CM)	56.75" (144 CM)	451 LBS. (205 KG)	128 LBS. (58 KG)
RS-1700	CHIN/DIP ASSIST	66.50" (169 CM)	48.00" (122 CM)	100.00" (254 CM)	857 LBS. (389 KG)	380 LBS. (172 KG)



WARRANTY POLICY

HOIST® Fitness offers one of the best warranty policies in the industry, reaffirming our commitment to quality and customer satisfaction. HOIST® Fitness warranties this product to the original purchaser only. HOIST® Fitness guarantees this product to be free from defects in workmanship and/ or materials under normal use or service. FOR COMPLETE WARRANTY INFORMATION, VISIT HOISTFITNESS.COM AND CLICK ON THE "SUPPORT" LINK. Warranty policy applies to defects from the manufacturer only.

HOIST® Fitness reserves the right to change product specifications, design, and function at any time.

TRADEMARKS AND PATENTS

HOIST® Fitness products are covered by U.S. Patents, Patents Pending and Trademarks. HOIST is a registered trademark. All Rights Reserved.†

- HOIST®
- ACT NOW[®]
- CABLE-DRIVEN
- CLUB QUALITY GUARANTEED®
- COMPOSITE MOTION™
- DUAL ACTION SMITH®
- EASY GLIDE
- EZ-LOC LATCHING MECHANISM™
- FEEL THE RIDE®
- GLUTEMASTER®
- HOIST CLASSIC®

- QUIK-CHANGE®
- RADIAL LOC®
- RIDE ORIENTED CIRCUIT-INTERVAL TRAINING™
- RIDE ORIENTED CONDITIONING®
- RIDE ORIENTED
 - CONDITIONING SYSTEM®
- RIDE ORIENTED CONDITIONING-INTENSITY TRAINING™

- RIDE ORIENTED XERCISE®
- ROC®
- ROCS[®]
- ROX®
- ROC-IT®
- ROC-ABS®
- SILENT STEEL®
- SPLIT WEIGHT CABLING
- ULTRA-LITE LIFTING SYSTEM[™]
- DUAL SERIES™

D427,652, D431,059, D431,615, D437,370, D437,371, D438,267, D439,292, D439822, D439,943, D440,610, D444,190, D444,518, D446,440, D454,604, D455,184, D455,310, D455,803, D456,862, D457,580, D511,726, D513,598, D518,861, D519,585, D519,864, D526,370, D528,023, D528,172, D533,608, D536,046, D539,857, D541,357, D541,358, D541,893, D542,868, D544,050, D545,383, D556,842, D561,276, D569,459, D569,926, D574,448, D574,449, D577,234, D578,584, D579,989, D583,426, D590,032, D746,388, D797,757, D807,446, D807,447, D808,475, D818,547, 5,683,334, 5,733,233, 5,800,321, 5,807,219, 5,916,072, 5,951,444, 5,961,428, 5,980,434, 6,004,247, 6,193,635, 6,264,586, 6,319,178, 6,338,701, 6,347,777, 6,409,637, 6,443,878, 6,491,606, 6,491,609, 6,497,639, 6,551,226, 6,561,960, 6,579,213, 6,605,022, 6,988,977, 7,052,444, 7,166,066, 7,316,634, 7,322,906, 7,322,911, 7,331,911, 7,335,140, 7,361,125, 7,384,381, 7,393,309, 7,749,143, 7,468,024, 7,544,156, 7,549,880, 7,549,949, 7,563,209, 7,563,214, 7,594,880, 7,597,655, 7,601,187, 7,641,600, 7,654,938, 7,691,337, 7,609,743, 7,938,360, 7,791,337, 7,901,337, 7,909,743, 7,938,760, 7,963,890, 7,976,440, 7,981,010, 7,988,603, 7,993,251, 8,002,679, 8,007,411, 8,021,070, 8,057,368, 8,162,807, 8,172,732, 8,177,693, 8,257,231, 8,308,620, 8,317,665, 8,328,698, 8,562,496, 8,702,573, 8,734,304, 8,852,060, 8,870,720, 8,915,667, 8,926,480, 9,017,238, 9,126,081, 9,205,298, 9,302,136, 9,440,106, 9,517,379, 9,522,297, 9,604,086, 9,682,276, 9,707,448, 9,808,699, 9,833,656, 9,861,850, 9,868,016, 9,925,448, 9,943,721, 9,950,210, 9,968,819, 9,999,797, 10,010,740

† Other Patents Pending

