

HOIST
HOISTFITNESS.COM



ROC-IT® SELECTORIZED

[RS]

ROC-IT[®] SELECTORIZED

The ROC-IT line featuring ROX[®] technology provides correct biomechanics throughout the entire exercise range of motion.

DYNAMIC ADJUSTMENT THE ESSENCE OF THE ROC-IT

Using ROX technology, the ROC-IT line makes the user an integral part of the exercise motion by continuously adjusting the position of the user with the movements of the exercise arm.

OPTIMAL BIOMECHANICS

ROX technology achieves 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, and functional 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 musculature, while maintaining adequate stability.

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



THE INNOVATIVE BIOMECHANICAL DESIGN OF THE ROC-IT® LINE DELIVERS A MORE NATURAL, UNRESTRICTED, FUNCTIONAL MOVEMENT.

Traditional machine based exercises are not considered functional by virtue of their inability to mimic activities of daily life. Their rigid, fixed designs impose limitations to joint movement that necessitate continuous adjustments by the joints to follow the unnatural movements of the machine. This increases the potential for injury.

The ROC-IT line embodies a unique training experience that achieves the unrestricted joint movement and core activating benefits of functional training coupled with the stabilizing benefits of machine-based equipment.

PRODUCT FEATURES:

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

CONVENIENCE

- **Integrated Towel/Bottle Holder and Accessory Tray**— Keep 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

SLEEK AND APPEALING

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

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 eight or more machines.

[RS] SEATED DIP

RS-1101

“...A TRUE INNOVATION
IN STRENGTH TRAINING
THAT EFFECTIVELY
COMBINES SUPERIOR
BIOMECHANICS WITH
FUN TO CREATE AN
UNFORGETTABLE
EXPERIENCE.”

—Cedric X. Bryant, Ph.D., FACSM,
Chief Science Officer – ACE



- 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



[RS] BICEPS CURL

RS-1102

“HOIST CONTINUES TO BRING INNOVATIVE PRODUCTS THAT INSPIRE BOTH OUR MEMBERS AND TEAM MEMBERS. WE ARE HUGE FANS OF HOIST EQUIPMENT...”

—Carl C. Liebert III, Chief Executive Officer, 24 Hour Fitness Worldwide

- ▶ 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



[RS] LAT PULLDOWN

RS-1201

“THE ROC-IT LINE IS LIKE NO OTHER STRENGTH TRAINING PRODUCT ON THE MARKET TODAY. WE ARE EXCITED TO HAVE IT AS PART OF OUR EQUIPMENT OFFERING TO OUR MEMBERS.”

—Bruce Ebel, GG Holdings and Representative of Gold’s Gym, Downtown Pittsburgh



- 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
- Patented counter-balanced exercise arm and adjustable thigh pad





[RS] SEATED MID ROW

RS-1203

**“THE HOIST ROC-IT
IS THE FIRST
STRENGTH TRAINING
BREAKTHROUGH IN
YEARS. MY MEMBERS
HAVE BEEN ROC’ED
AND THEY LOVE IT.”**

—Ray Wilson, Fitness Industry
Pioneer, San Diego, CA

- 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
- Unsupported movement of the torso results in greater activation of the core musculature to maintain balance

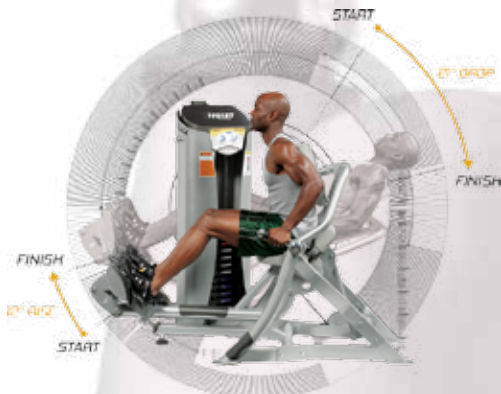


[RS] LOW BACK

RS-1204

"I'VE EXERCISED FOR YEARS AND HAVE SEEN THE HYPED EQUIPMENT COME AND GO. HOIST HAS A NEW AND IMPROVED WAY OF TARGETING MUSCLE GROUPS AND IS HERE TO STAY."

-Tony Gray, Vice President,
The RUSH



- Starts the body in a forward lean with knees bent, then rocks rearward to maintain proper alignment between hips and low back at all times 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



[RS] CHEST PRESS

RS-1301

“I’VE BEEN A CUSTOMER OF HOIST FOR OVER 20 YEARS. I’VE MOVED FROM ONLY PURCHASING SELECTED PRODUCTS TO BUYING FULL LINES OF THEIR NEW ROC-IT EQUIPMENT FOR ALL OF MY CLUBS.”

—Jerry McCALL, Owner, Gold’s Gyms of San Jose, CA

- ▶ Contoured press arm handles provide multiple grip positions
- ▶ Designed to reduce the stresses placed upon 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



[RS] PEC FLY

RS-1302

“IN MY MIND HAVING HOIST IN OUR CLUBS WAS A GAME CHANGER. I DIDN'T AND STILL DO NOT THINK THERE IS ANY STRENGTH ON THE MARKET THAT COMPARES TO HOIST.”

—Walker Alford, Owner of All Hours Fitness



- Each exercise arm has a range-of-motion adjuster that facilitates 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 stresses 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



[RS] LEG EXTENSION

RS-1401

**“...WE ARE ALWAYS
LOOKING FOR NEW
AND INNOVATIVE
PRODUCTS THAT
HELP ATTRACT AND
RETAIN OUR DIVERSE
MEMBERSHIP BASE.
ROC-IT FULFILLS THESE
NEEDS AND MORE.”**

—Brian P. Johnson, Urban
Active, Louisville, KY

- ▶ 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



[RS] LEG CURL

RS-1402

“HOIST ROC-IT MACHINES ARE CREATING ENTHUSIASM AND EXCITEMENT. THE HOIST ROC-IT LINE REPRESENTS THE NEXT ADVANCEMENT IN STRENGTH TRAINING.”

—Jerry Lowell,
Owner, Gold's Gyms of
Wisconsin and Virginia



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



[RS] LEG PRESS

RS-1403

“HOIST EQUIPMENT MEETS THE DEMANDS OF A MODERN PERSON: EXCELLENT BIOMECHANICS, SAFETY, USABILITY AND AN ATTRACTIVE DESIGN. IT HELPS US KEEP OUR CLIENTS, AND ENGAGE NEW ONES.”

—Kyrdinovskaya Natalia, Fitness Director, Fresh Fitness

- ▶ Eleven linear seat adjustments to accommodate varying leg lengths
- ▶ Large oval foot plate provides multiple foot placements 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



[RS] INNER THIGH

RS-1406

“PEOPLE HAVE STATED THAT THEY ARE FINDING THEMSELVES INCORPORATING MORE STRENGTH TRAINING IN THEIR PROGRAMS BECAUSE THE ROC-IT PIECES ARE FUN — THEY LOVE THEM.”

—Courtney Burkes, Director of Fitness and Wellness at University of California, Irvine



- 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



[RS] OUTER THIGH

RS-1407

“...WE PURCHASED THE ENTIRE HOIST ROC-IT LINE AND IT CONTINUES TO BE THE MOST POPULAR EQUIPMENT IN THE GYM. WE WILL CONTINUE TO ADD HOIST TO GYM AS THEY DEVELOP NEW PRODUCTS.”

—Jim Czupil,
Gold's Gym Linglestown

- ▶ 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



[RS] GLUTE MASTER

RS-1412

“JUST ONE LOOK AT THE MOVEMENT OF HOIST MACHINES AND I KNEW THE BIOMECHANICS WERE PERFECT... I WAS READY TO GO!”

—Horst Streicher, Owner
Schwaben Fitness



- Added forearm support and angled-grip handles allow users to engage core muscles throughout the exercise
- Rocking downward movement of the upper torso during the exercise offers an optimal range of exercise motion
- Angled forearm and pivoting knee pads 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



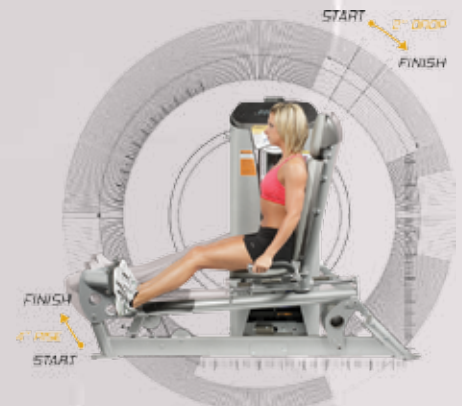
[RS] ROTARY CALF

RS-1415

“BOTH OUR MEMBERS AND STAFF HAVE BEEN VERY RECEPTIVE TO THE HOIST PRODUCT. IT HAS BEEN A GREAT ADDITION TO OUR FACILITY.”

—Shannon Hughes, Strength and Wellness Director of Magdalena Ecke Family YMCA

- Eleven linear seat adjustments to accommodate varying leg lengths
- Designed to focus movement through the ankle, promoting a greater range of exercise motion
- Rocking movement intensifies the work load to the calf muscle while reducing the undesired stresses placed along the foot



[RS] SHOULDER PRESS

RS-1501

“THE HOIST ROC-IT LINE IS A GREAT COMPLIMENT TO THE UNIQUE STYLE OF OUR GYM THAT WE ARE OFFERING TO OUR MEMBERS...”

—Rob Gibson, UFC Gym,
Fitness Director



- Designed to place the 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



[RS] LATERAL RAISE

RS-1502

**"WE WANTED
EQUIPMENT THAT WE
WERE TRULY HAPPY
TO WORK OUT ON,
AS WE WANTED OUR
MEMBERS TO LOVE IT."**

—Michelle Weiss, Owner,
Anytime Fitness Buderim

- 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



[RS] ABS

RS-1601

“[ROC-IT] PUTS THE FUN BACK INTO FITNESS WHILE OFFERING A SAFE, RESULT-PRODUCING WORKOUT FOR WOMEN OF ANY AGE OR FITNESS LEVEL. THIS EQUIPMENT TRULY ROCKS!”

—Gretchen Shannon,
Fit Zone For Women®



- ▶ 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 pre-stretch 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



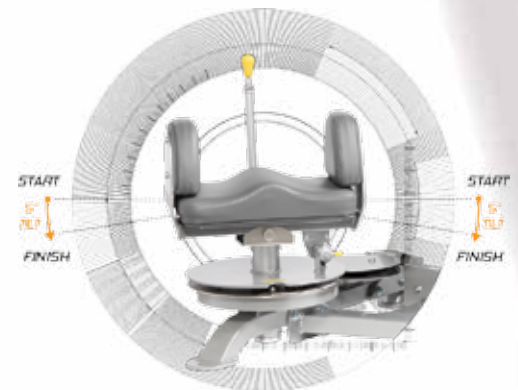
[RS] ROTARY TORSO

RS-1602

“IF THE PREVIOUS EQUIPMENT WERE LIKE 2D, I WOULD SAY THE HOIST ROC-IT EQUIPMENT LINES ARE LIKE 3D.”

—Mr. Han, Fitness Gym Manager, RiverSide Hotel

- Incorporates ROC-IT technology by offering users an instability option (ROC-IT or LOCK IT™)
- 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

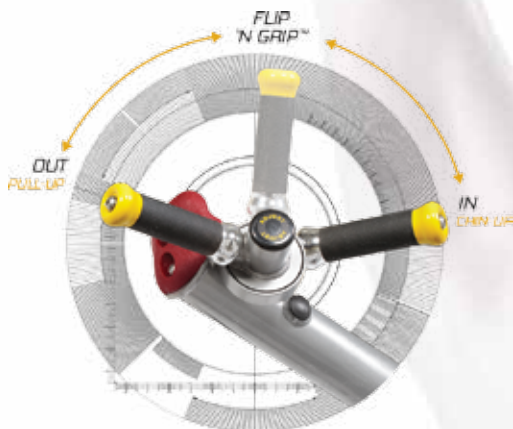


[RS] CHIN/DIP ASSIST

RS-1700

“...I CAN'T BUY
NORMAL MACHINES
ANYMORE AFTER
HAVING TRIED HOIST.
HOIST ROC-IT IS THE
'BIG BANG' IN THE
WORLD OF FITNESS
EQUIPMENT.”

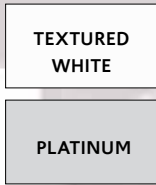
—Andre Hexel, Owner,
BE FIT Gym.



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

STANDARD COLORS

FRAME



UPHOLSTERY



Custom upholstery colors are available for an additional charge. For more information, please contact a HOIST Sales Representative at **800.548.5438** or sales@hoistfitness.com. Actual frame and upholstery colors may differ from printed 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" (139 CM)	616 LBS. (279 KG)	220 LBS. (100 KG)
RS-1102 BICEPS CURL	64.50" (164 CM)	59.00" (150 CM)	58.00" (148 CM)	631 LBS. (756 KG)	220 LBS. (100 KG)
RS-1201 LAT PULLDOWN	65.50" (167 CM)	59.00" (150 CM)	86.00" (218 CM)	728 LBS. (330 KG)	220 LBS. (100 KG)
RS-1203 MID ROW	67.50" (171 CM)	47.75" (121 CM)	54.75" (139 CM)	595 LBS. (270 KG)	220 LBS. (100 KG)
RS-1204 LOW BACK	67.75" (172 CM)	55.50" (141 CM)	54.75" (139 CM)	620 LBS. (281 KG)	220 LBS. (100 KG)
RS-1301 CHEST PRESS	59.50" (151 CM)	60.50" (154 CM)	57.50" (146 CM)	624 LBS. (283 KG)	213 LBS. (97 KG)
RS-1302 PEC FLY	73.50" (187 CM)	64.25" (163 CM)	55.50" (141 CM)	591 LBS. (268 KG)	220 LBS. (100 KG)
RS-1401 LEG EXTENSION	46.00" (117 CM)	53.25" (135 CM)	60.00" (152 CM)	665 LBS. (302 KG)	220 LBS. (100 KG)
RS-1402 LEG CURL	51.75" (131 CM)	53.25" (135 CM)	60.25" (153 CM)	698 LBS. (317 KG)	235 LBS. (107 KG)
RS-1403 LEG PRESS	75.00" (190 CM)	50.50" (128 CM)	55.75" (141 CM)	882 LBS. (400 KG)	384 LBS. (174 KG)
RS-1406 INNER THIGH	68.25" (173 CM)	37.50" (95 CM)	56.50" (144 CM)	631 LBS. (286 KG)	180 LBS. (82 KG)
RS-1407 OUTER THIGH	68.25" (173 CM)	37.50" (95 CM)	56.50" (144 CM)	631 LBS. (286 KG)	180 LBS. (82 KG)
RS-1412 GLUTE MASTER	52.60" (134 CM)	57.50" (146 CM)	54.75" (139 CM)	580 LBS. (263 KG)	178 LBS. (81 KG)
RS-1415 ROTARY CALF RAISE	71.75" (182 CM)	49.50" (126 CM)	54.75" (139 CM)	736 LBS. (334 KG)	220 LBS. (100 KG)
RS-1501 SHOULDER PRESS	66.75" (170 CM)	53.50" (136 CM)	54.75" (139 CM)	622 LBS. (282 KG)	213 LBS. (97 KG)
RS-1502 LATERAL RAISE	59.00" (150 CM)	47.25" (120 CM)	56.50" (144 CM)	526 LBS. (239 KG)	203 LBS. (92 KG)
RS-1601 ABS	41.00" (104 CM)	63.50" (161 CM)	61.75" (156 CM)	553 LBS. (251 KG)	220 LBS. (100 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)



[800] 548-LIFT | HOISTFITNESS.COM

© 2013 HOIST® FITNESS SYSTEMS. ALL RIGHTS RESERVED.

WARRANTY POLICY

HOIST offers one of the best warranty policies in the industry, reaffirming our commitment to quality and customer satisfaction. HOIST warranties this product to the original purchaser only. HOIST 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 reserves the right to change product specifications, design, and function at any time.

TRADEMARKS AND PATENTS

HOIST 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®
- ◆ GLUTE MASTER®
- ◆ 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 EXERCISE®
- ◆ ROC®
- ◆ ROCS®
- ◆ ROX®
- ◆ ROC-IT®
- ◆ ROC-ABS®
- ◆ SILENT STEEL®
- ◆ SPLIT WEIGHT CABLING™
- ◆ ULTRA-LITE LIFTING SYSTEM™

D427,652, D431,059, D431,615, D437,370, D437,371, D438,267, D439,292, D439,822, D439,943, D440,610, D444,190, D444,518, D446,440, D446,831, D454,604, D455,184, D455,310, D455,803, D456,862, D457,580, D511,726, D513,598, D518,861, D519,585, D519,864, D526,330, 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, 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, 7,331,911, 7,335,140, 7,361,125, 7,384,381, 7,393,309, 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, 7,654,940, 7,670,269, 7,713,179, 7,717,832, 7,731,638, 7,749,371, 7,749,372, 7,766,802, 7,806,809, 7,815,555, 7,867,149, 7,878,953, 7,901,335, 7,901,337, 7,909,743, 7,938,760, 7,963,890, 7,976,440, 7,981,010, 7,988,603, 7,993,215, 8,002,679, 8,007,411, 8,021,070, 8,162,807, 8,172,732, 8,177,693, 8,257,231, 8,317,665, 8,328,698

† Other Patents Pending



JOIN THE MOVEMENT®



GSA Contract # GS-07F-0322K
Gene Bruton 866.488.6853