



Bowflex Launches AI-Driven Coaching and Personalized In-Home Workouts

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Nautilus, Inc.-Samsung collaboration delivers revolutionary Max Intelligence™ platform experience

VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 13, 2018-- Fitness just got personal. Nautilus, Inc., a leader in innovative home fitness equipment, today announced the launch of the Max Intelligence™ platform. The company's cloud-based, adaptive coaching technology uses artificial intelligence (AI) to help Bowflex®Max Trainer® cardio machine users. The proprietary technology provides coaching that is as unique to each person as their fingerprint, and will be available through the Max Intelligence app for the new Bowflex Max Trainer M6 and M8 machines. The M8 is also available as part of a M8 Performance Pack, which comes equipped with a Samsung Galaxy Tab E.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181113005064/en/>



The Max Intelligence platform brings "Max" to life as a personal fitness coach, making a connection with users via spoken instruction, motivation and praise, encouraging them to complete their personalized workouts. Through an initial fitness assessment and predictive analytics, Max tracks and collects data from the user's previous sessions, learns their capabilities and customizes workouts every day to help them achieve results. In addition, Max is capable of assessing each user's fitness data to serve up appropriate trainer-led videos and educational content. Max's communications are grounded in fitness fundamentals and fun "Maxisms," like "Awesome! There went 100 calories." and "Bring the fire!" to provide the instruction and motivation people may need.

"We developed this product because fitness hasn't changed much over the years. It's still the same machines and videos designed for everyone. But fitness isn't one size fits all," said Chris Quatrochi, Senior Vice President, Innovation at Nautilus, Inc. "The Max Intelligence platform offers an AI-driven solution unlike others on the market. With this innovative technology, we can offer workouts to our customers that are as unique to them as their fingerprint."

The Max Intelligence platform generates custom programs based on how the individual is feeling, how much time they have, their past performance and their feedback from previous workouts. The platform also offers a library of trainer-led videos and educational content

The Bowflex Max Trainer® M6 and M8 cardio machines feature compatibility with the Max Intelligence™ platform to provide users with unique, personalized workouts. (Photo: Business Wire)

recommended based on the user's workout history and preferences. Features and content will be added regularly via over-the-air updates. Many people may become discouraged by the difficulty of pre-programmed workouts, so the Max Intelligence platform was designed to create workouts that matter. One workout ... your workout.

A [CES 2019 Innovation Award honoree](#) in the Software and Mobile Apps category, the Max Intelligence platform with its unique features and capabilities has been recognized by a panel of adjudicators. The app is available for download in the Google Play and iOS Stores, and a subscription costs \$14.95 per month or \$149 per year.

"At Nautilus, we are relentless in our commitment to continuous innovation and ensuring we deliver the best solutions to help people achieve their health and fitness goals. The Max Intelligence platform architecture not only provides for adding a steady cadence of new features and content, but also allows for future expansion into other fitness products," said Bruce Cazenave, CEO of Nautilus, Inc. "A big part of bringing this platform to market is working with trusted partners and technologies, and our collaboration with Samsung and using the Samsung Galaxy Tab E will provide a new level of value and an enhanced experience for our customers."

The Max Intelligence platform makes its debut in tandem with two new models of the Bowflex Max Trainer: the M6 and the M8. The M8 is available for stand-alone purchase or as part of a M8 Performance Pack, which includes a Samsung Galaxy Tab E, offering a large, easy to read display and high performing 1.2GHz quad-core processor, 1.5GB of RAM and 16GB of memory. Nautilus, Inc. has leveraged Samsung Knox Configure, Samsung's proprietary customization and management tool for broad scale mobile device deployments, to deliver a custom experience for each Samsung Galaxy Tab E. Users get a consistent, up-to-date experience, as updates are centrally managed and shared over-the-air. Samsung Knox mobile security platform is built into each device, protecting them from malware and other malicious attacks that might compromise end user performance.

The Bowflex Max Trainer M6 features 16 resistance levels and Bluetooth® compatibility along with Max Intelligence compatibility. It stores up to two user profiles to allow multiple people in the same household to utilize the machine. The M6 is available for purchase online for \$1,699.

The Bowflex Max Trainer M8 features 20 resistance levels, Bluetooth compatibility, a burn rate display, enhanced dual-mode LCD/LED screens, multi-grip dynamic handles, aerobars and a premium media rack. It stores up to four user profiles. The M8 is also available with the M8 Performance Pack, which includes the customized Samsung Galaxy Tab E tablet, a Bowflex mat and an armband heart rate monitor. The M8 is available for purchase online for \$2,299, and the M8 Performance Pack is available for \$2,599.

"Across industries, companies are realizing the need to deliver a more intelligent, connected experience in order to engage and retain their customers," said John Curtis, Vice President, B2B Sales, Samsung Electronics America. "That type of experience relies on leveraging the most advanced technologies, and we are proud to partner with Nautilus on the continued digitization of their fitness products."

For more information on the Max Intelligence platform and the Bowflex Max Trainer M6 and M8 models, visit: www.bowflex.com/max-trainer.

About Nautilus, Inc.

Headquartered in Vancouver, Washington, Nautilus, Inc. (NYSE: NLS) is a global fitness solutions company that believes everyone deserves a fit and healthy life. With a brand portfolio including Bowflex®, Modern Movement®, Nautilus®, Octane Fitness®, Schwinn® and Universal®, Nautilus, Inc. develops innovative products to support healthy living through direct and retail channels as well as in commercial channels.

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