

Designed by Science 🔬

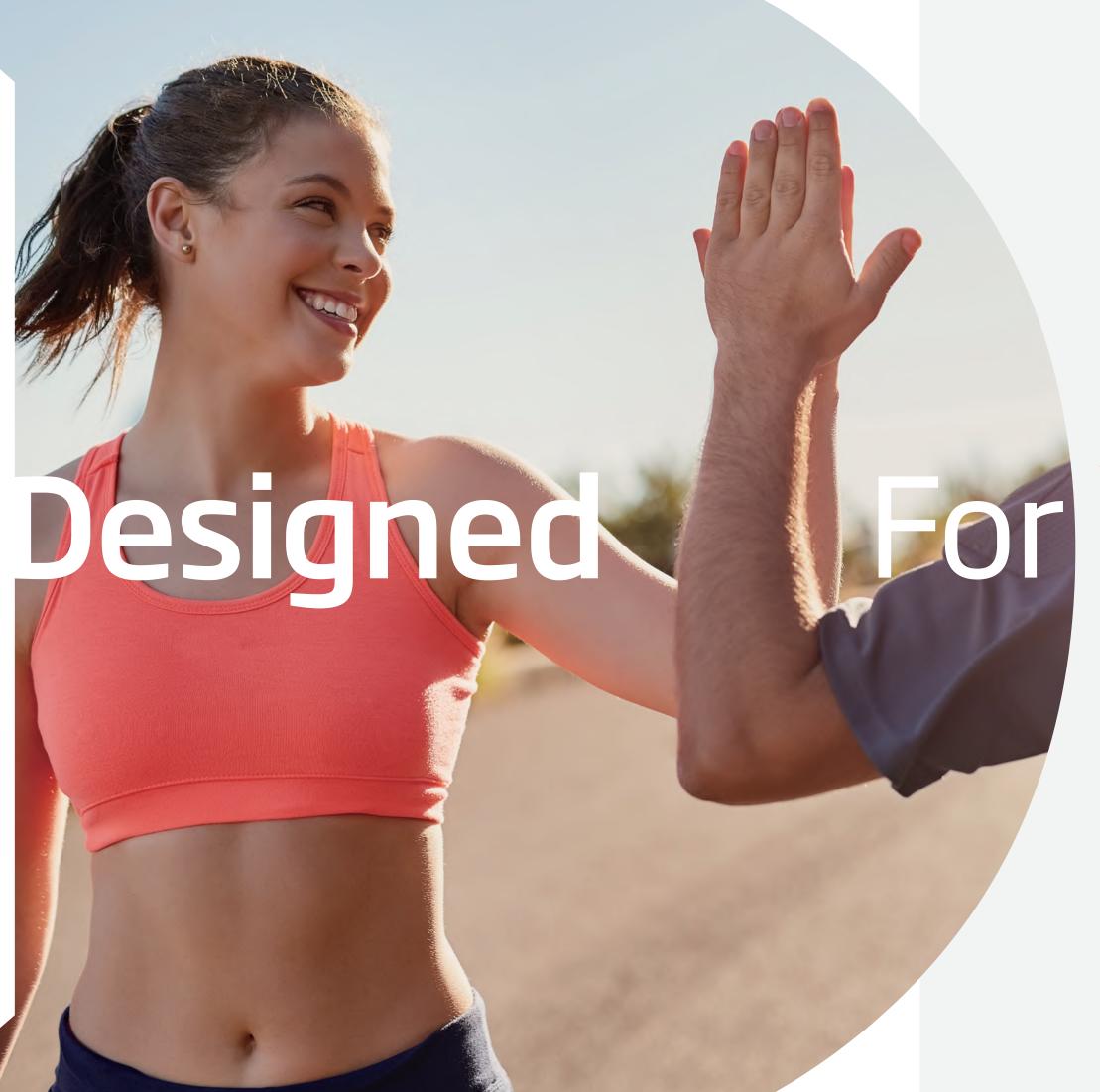


DRAX

CONCEPT BOOK

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# Your Health & Happiness

We design!

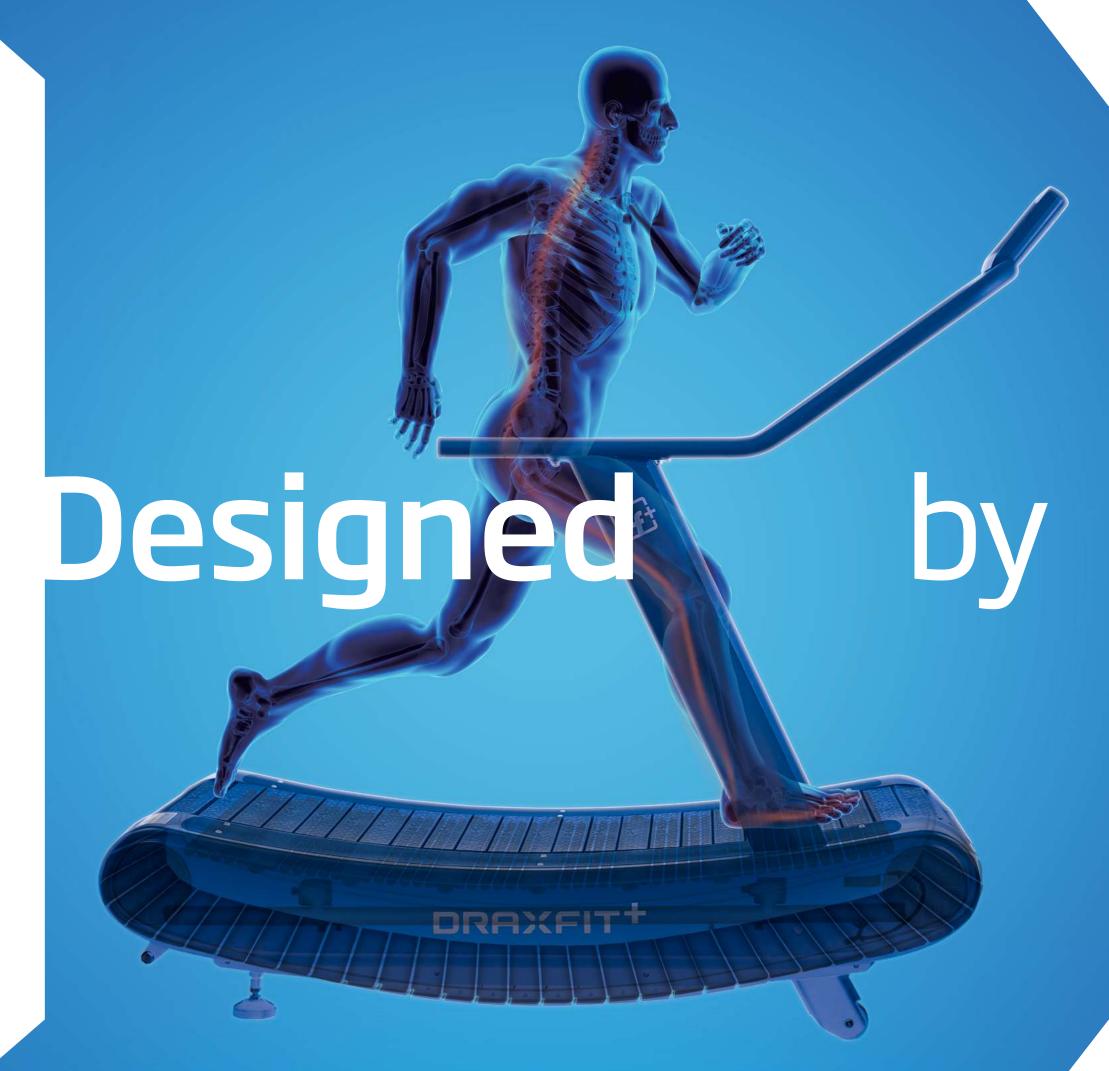
We design for your healthy living and happiness.

Many people climb mountains or enjoy sports and physical effort to build healthier and happier lives free of illness. Others build up their body to achieve a good physique and gain confidence and a sense of accomplishment. That is why we design.



We design!

It's as if you are exercising in nature wherever you happen to be and whenever you feel like it. That is how we design.



# Science

That is why we design by science. We design it so that you can exercise freely and comfortably as if exercising in nature. We analyze the pressure on the soles of the feet when in contact with the ground, the movements of the muscles, the angle of the vertebrae, and the movements of the upper body. We have also covered all the sciences and experiences, including biomechanics, motion physics, and exercise physiology. That is how we design by science.



#### **Greetings**

#### The best technology is nature itself.

The best technology is 'nature' itself.

DRAX began with the idea of manufacturing exercise equipment that would help people feel as if they were exercising amid nature itself.

Since its establishment in 2001, DRAX has continued with its research and development and remained faithful to its philosophy of "exercise in nature."

As a result, DRAX has succeeded in producing highly innovative and creative products, including exercise equipment that replicates the beneficial effects of mountain climbing.

DRAX has established an efficient one-stop production line that integrates all of the diverse

production processes into one space in order to manufacture safe and durable products.

The efforts of our researchers and craftsman have resulted in products that are superior in both quality and price.

DRAX is now ready to move beyond its status as the leader of the domestic industry and make the leap to becoming a leading global manufacturer of exercise equipment.

We have faith that people from all over the world will find health and happiness in nature through the exercise equipment we design through science.



#### **Status**

## DRAX

Philosophy

DRAX is committed to promoting a healthy and happy life for everyone through its tireless efforts and passion.

#### **Righteous Company**

DRAX becomes righteous company in accordance with social rules and reasons. We found responsibility management system focused on creativity self-regulation and strict way for futuristic management.

#### **Awake Company**

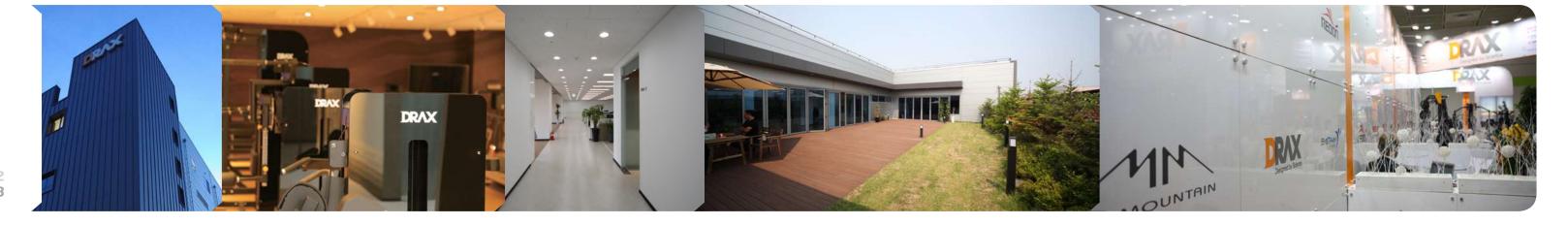
Our purposes are evolution and transformation as goals, not as tools. We sustain creative and exciting culture of our company.

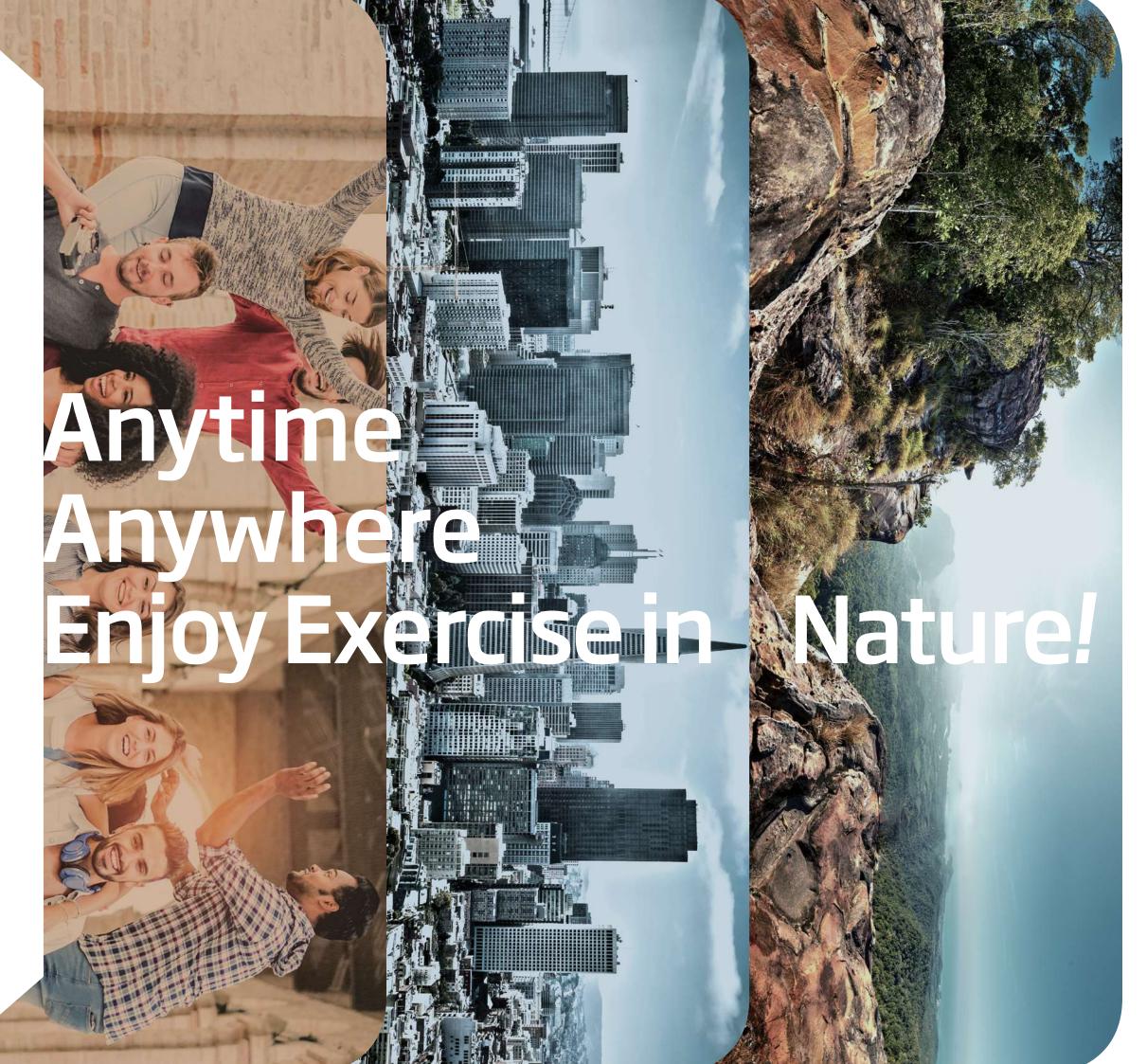
#### **Teamwork**

We create the maximum value for customers, stock holders and employees, and accept open and sharing social rules. Eventually we devote and take responsibility to society.

#### **History**

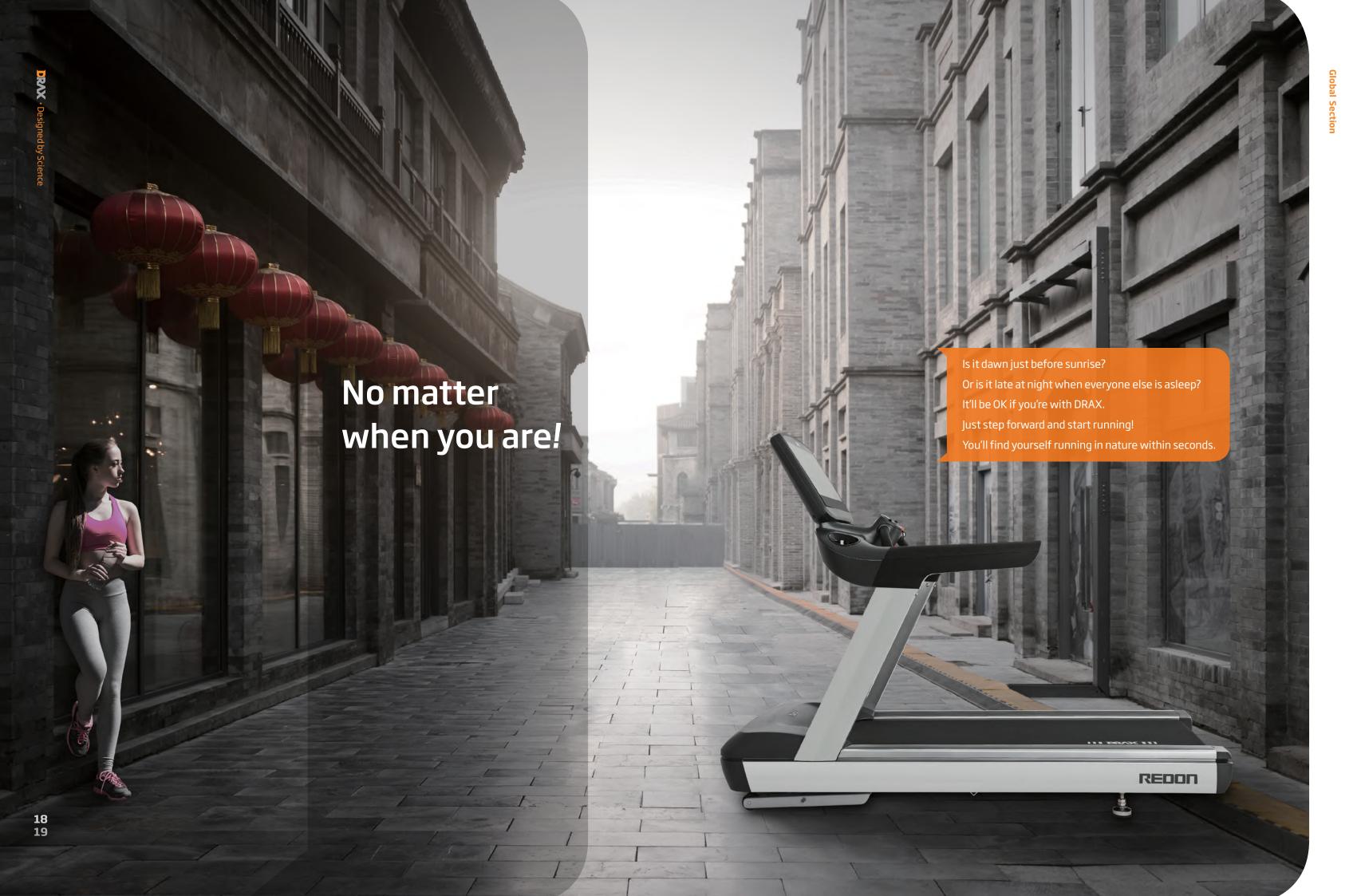
	Exclusive distributor in Korea for Eleiko in Sweden.
2018	36 of registered Patents.
	Exclusive distributor in Korea for CSE in Finland.
2017	Selected as a "Government Excellent Product" by The Public Procurement Service.
2016	Relocated the head office and factory, changed its name to DRAX, and received a performance
2010	certification from the Ministry of SMEs and Startups.
2015	Exclusive distributor in Korea for CrossCore of Mad Dogg in USA.
2015	Launched Non-Motorized Treadmill.
2014	Exclusive Korean agent of Keiser In USA.
2014	Designated as a Promising Small and Medium-sized Enterprise by Gyeonggi Provincial Government.
	Launched a physical fitness measurement system.
	Delivered 10,000 units of physical training equipment to the ROK Army.
2013	Launched the "Wellive Strength" lineup.
	Approved as a venture company.
	Certified as an Inno-Biz company.
2012	Relocated its HQ.
2011	Launched the U-Fitness System and Physical Fitness Administration System for office workers.
2010	Registered a patent in the US.
2000	Developed the Strength Training System using the Iso-Kinetic Mechanism.
2008	Initiated a joint development project with Seoul National University's Institute of Sports Science.
2007	Earned approval of the patent for the 'Speed Sync Treadmill'.
	Launch of REDON, the world's first Speed Sync Treadmill.
2006	Earned approval of MyMountain, REDON patent.
	Certified CE of MyMountain.
2005	Certified CE of treadmill.
2005	Launched the Evaporator HV200 series.
2004	Nominated as an Export-driven company/pioneer company by Gyeonggi Provincial Government's
2004	Small and Medium-sized Enterprise Organization.
	Launched MyMountain in the US market.
2003	Winner of the Good Design Award of the of Ministry of Industry and Energy.
	Designated as an export incubating enterprise of the Korea Credit Guarantee Fund.
2002	Launched MyMountain on the Japanese market.
2002	Relocated HQ to Manan Gu, Anyang City.
2001	Founded Tobeone Co., Ltd. Manan Gu, Anyang City.
	Launched MyMountain.





DRAX designs products that will make you feel as if you're exercising in nature wherever you are, whenever you feel like it. The joy of exercising in nature is closer than you think. The joy of exercising will always be with you - whether in the morning or evening or even during the brief moments of freedom from your busy schedule.

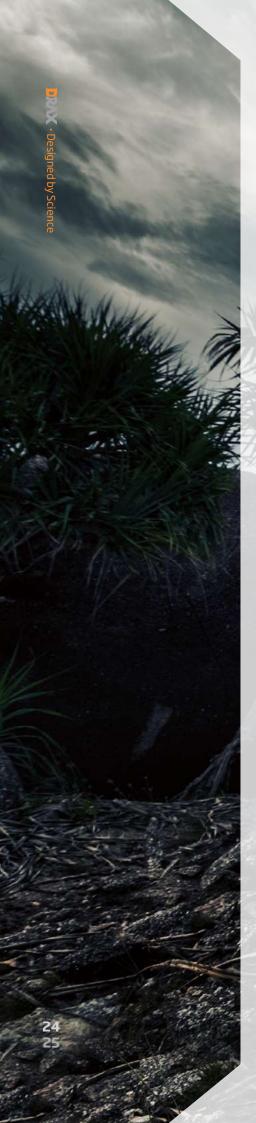
Just enjoy it with DRAX!



## Running!

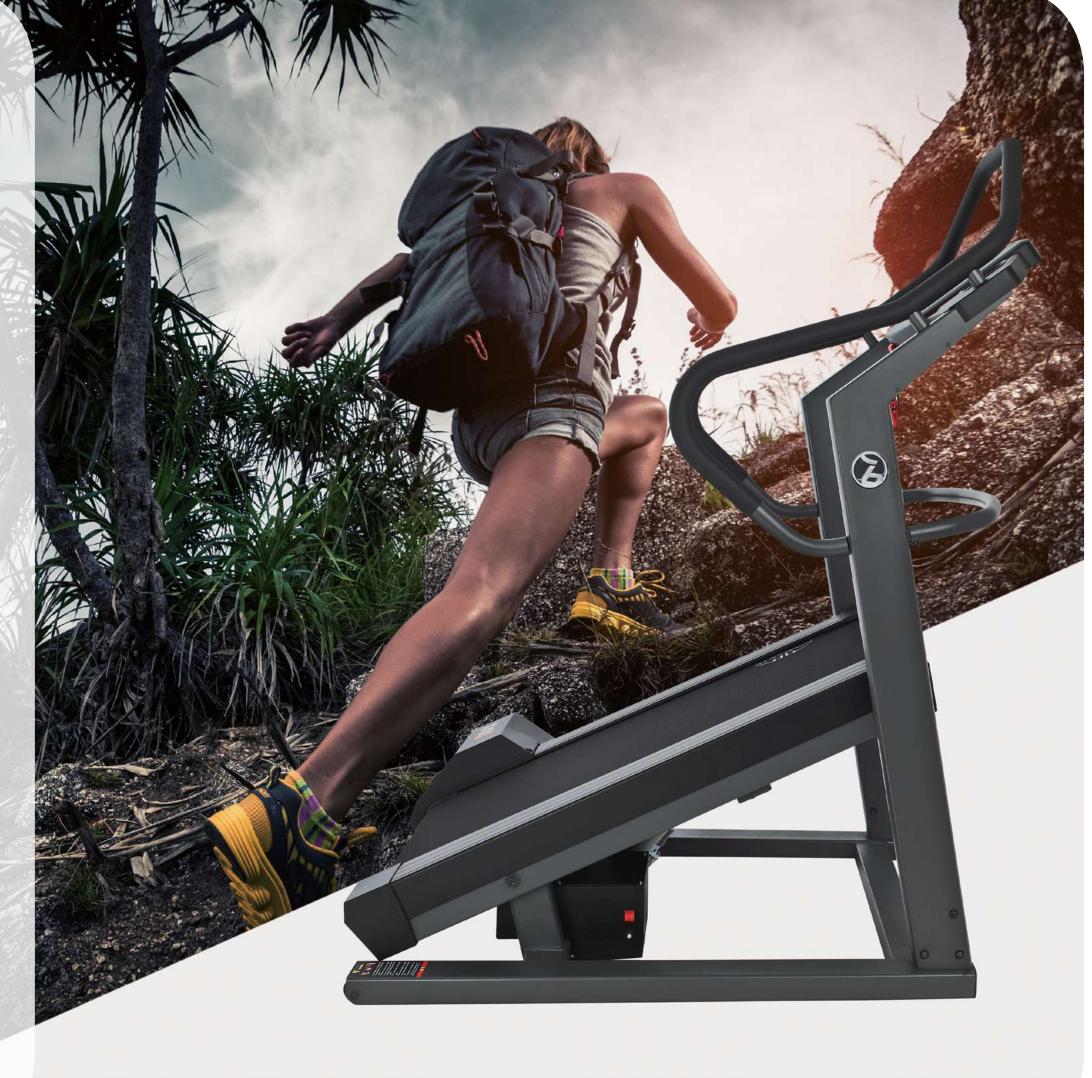
Is running on a flat track the same as running up a mountain or along a forest track full of mud and rocks? We have been studying how to recreate these effects indoors. That is how we design by science. DRAX is different!





## Hiking!

We've done far more than simply changing the angle of the treadmill to bring you the same effect as climbing. We've overhauled the design to integrate exercise physiology with ergonomics by incorporating the movements of muscles when climbing up a slope, vertebral flexing and load, and the movements of the upper body and arms.



## Climbing!

Light mountain climbing, trekking along a ridge, and rock climbing using the muscles of the whole body are different activities. We researched treading with the lower body and even the delicate movements of the upper body and back muscles. We design our products so that you can enjoy even the effects of climbing over rough and rigid rocks.



# DRAX makes tireless changes and efforts!

I think DRAX is ready to compete with the top global brands. Dedicated R&D staff and technical know-how are obviously important. But the production facilities and systems are also crucial to compete with global brands in the global market. DRAX has developed the world's best production technology and facilities. DRAX's biggest advantage is its commitment to tireless efforts for change and innovation. The global brands offer technologies that are practically different to differentiate. The key to the global market will be the strategy for future changes. I understand that DRAX is developing a technology for interactive communication with users. The technology will enable continuous communication with the user by conveying the user's exercise ability and physical condition during exercise, in particular, is sufficiently competitive in the world market.

I think DRAX's motto of "Human-centered exercise equipment!" is the critical driving force for the company's sustained growth in the global market.



# CEO, IGYM Kang In-seop

# DRAXFIT+, a revolution in cardio exercise.

Physical trainers like me must be sensitive to the needs of the customers, that's to say, the users of fitness centers. Cardio exercise is essential for people who spend all day working at the office to reawaken their "sleeping butts." The treadmill is the easiest way to engage in aerobic exercise. However, the users of conventional treadmills typically move along at the speed of the treadmill belt. DraxFit+, on the other hand, features a manual, rather than a motorized, treadmill and thus is controlled automatically by the speed of the user's movement and walking. In that respect, the users can obtain the maximum benefits of aerobic exercise. The first time, users may feel unfamiliar with the concept of a manual treadmill. But the human body adapts to the environment very quickly. The treadmill is especially popular with female users because it supports walking backward, which helps exercise and strengthen the ankles. Although my fitness center offers many types of motorized treadmill products, DraxFit+ is the most popular piece of equipment among the customers. The fact that its speed varies according to the user's movement rather than the artificially set speed is the reason is why I think DraxFit+ will remain popular with users in the future.

We are proud to have built a fully automated one-stop production line that is competitive in both quality and price. DRAX pledges to go beyond just providing fitness equipment solutions by maintaining its commitment to providing a healthier, better life for everyone.



접착면



Designed by Science



DRAX

PRODUCT BOOK

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# Highly Efficient One-Stop Production Line

DRAX has invested heavily to produce the perfect products in the most efficient way and now has a one-stop production line as a result. DRAX conducts all of its production processes from R&D and engineering through materials procurement and parts production to assembly and painting in a one-stop factory.



## High Quality One-Stop Production Line

DRAX produces perfect products by conducting thorough in-house inspections throughout its entire production process without any outsourcing whatever. Furthermore, effective cost control allows DRAX to offer its products at reasonable prices while enhancing its competitiveness in the global market.



## Quality DNA







#### **Production Department**

Unlike other manufacturers, DRAX has established a one-stop production line. This means that we complete all of our production processes from the procuring of raw materials to the making of frames and the cutting and polishing of each individual part in-house. Our Production Department, which comprises the Manufacturing Team, Assembly Team and Equipment Team, is staffed with maestros endowed with extensive experience and know-how. Our veteran craftsmen manufacture all DRAX parts and products with state-of-the-art equipment including a CNC milling machine. The use of good equipment may help people to work more conveniently, but it does not always guarantee highquality products. The very best quality is the outcome of the dedicated craftsmanship of the best veterans in each area. Making the safest, most durable and perfect products with no burden on the aftersales service! That is our sincere commitment.

#### **Production Management Department**

We would not be able to ensure sound quality if we outsourced many parts of the production process to other parties. DRAX thoroughly manages the quality of all parts even before they are assembled into final products. We manage all processes from the selection of materials to the operation of machine tools and equipment and production very thoroughly in order to ensure the highest quality. We conduct diverse quality tests even after the quality inspection at each and every step of the production process. We deliver the products to our customers only after they pass the final inspections. We endeavor to meet our customers' requirements for quality, efficiency, and reasonable prices every day. It is our sincere commitment!

#### **R&D Center**

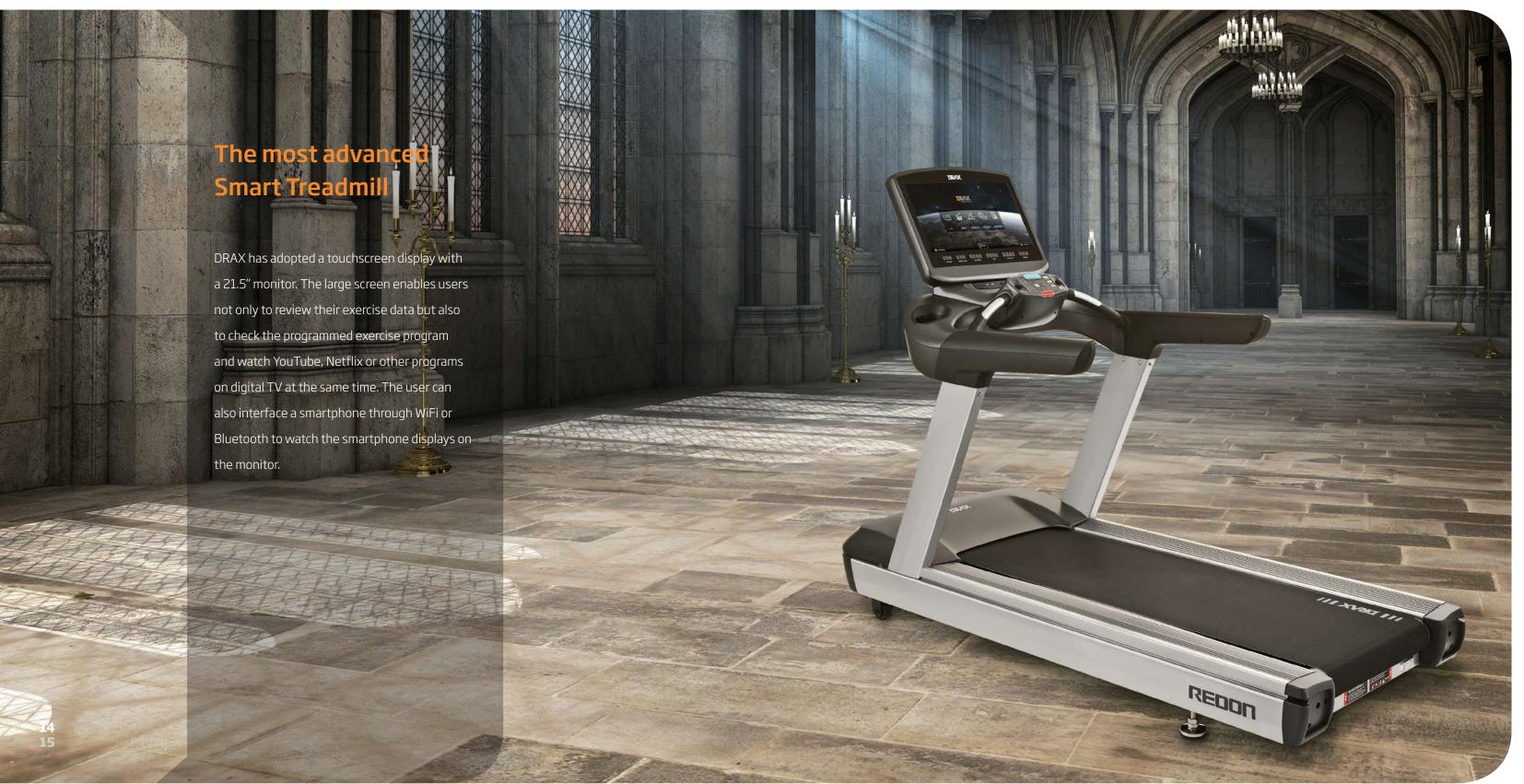
"Let's produce exercise equipment that makes the users feel as if they're exercising in nature!" This is DRAX's motto and the philosophy of its R&D Center. DRAX products are not mere pieces of exercise equipment but the outcome of our commitment to "exercise in nature." DRAX always thinks from the customer's perspective and subjects its products to thorough testing. Our main differentiating feature is that we conduct diverse tests quickly and precisely because our R&D Center and production line are situated in the same place. The addition of even a minor function to a product is the result of many trials and errors and comprehensive testing. We are proud that our technology and know-how rank among the very best in the world. It is our sincere commitment!

#### Sales Department

We are proud of making the world's best-quality exercise equipment. It is our mission to provide high-quality products at reasonable prices and a complete aftersales service to our customers. Our R&D Center and Production Department cooperate by listening to the VOC in order to make better products that meet all our customers' requirements. DRAX hopes that everyone will be able to experience the joy of exercising amid nature with its products. It is our sincere commitment!

## Treadmill







#### **Features & Benefits**



#### **Touch Display**

 $Touch screen \ display \ with \ 21.5'' \ wide \ LCD \ monitor \ / \ Separate \ exercise \ information \ window \ / \ Digital \ TV \ connected \ with \ coaxial$ cable or HDMI / Internet connection via WiFi to enjoy Youtube, Netflix and so on

#### Smart OS & Mirroring

Android Smartphone OS system based Smart Treadmill / Wifi and Bluetooth communication available / the most advanced intelligent Treadmill / Mirroring system let your Smartphone display shows on treadmill monitor via Airplay (iOS) or Mirrorcast (Android).



#### **Running System**

Safety Stop will stop automatically while user not on the treadmill / Dual Incline with two way inclination gives stability and durability / Floating Deck prevent any shock to the body from hard deck / Preset Exercise program available with Heart Rate Sensor

#### Speed Sync

Our human body wants more natural running, Speed Sync Autonomy system let runner even no need any move pressing button to change speed. Two type sensor catches your position and adjust the exact speed what you want to run. Never use arm to press button, just use arm for natural running!









#### **Product Information**

MAX. SPEED	up to 25km/h
MAX. INCLINE	up to 22%
DIMENSIONS	928 x 2165 x 1645 mm (W x L x H)MAX. USER
WEIGHT	190 kg
MAX. USER WEIGHT	180 kg

#### **SALTED**

#### Running/Walking Correction Solution



#### **About SALTED**

The Salted System, which is another autonomous exercise sensor shoes combined with the Speed Sync System, analyzes the sensor's grounding signals to provide data on improper posture and balance during a running exercise, and provides a guideline to help users correct their posture and balance.

















#### FITT

#### **Treadmill based Fitness Level Evaluation**

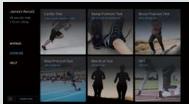
#### **About FITT**

FITT is a customized healthcare solution based on scientific exercise data. It generates quantified and scientific customized data for each user and provides sports medical data based on them.

















## **Treadmill**Products Line

It calculates the user's movement speed and position with an inbuilt ultrasonic sensor and the pressure on the foot plate to automatically adjust the user's speed.



#### NK302XA

- · 21.5" Big LCD Screen
- Max speed 25km/h, 22% incline (Dual)
- SpeedSync Running System
- · Touch Screen / Virtual Trainer
- Smartphone Mirroring Display



#### NR30X/

- · 21.5" Big LCD Screen
- Max speed 25km/h, 22% incline (Dual)
- · Touch Screen / Virtual Trainer
- Smartphone Mirroring Display



#### NR25SXA

- 21.5" Big LCD Screen
- Max speed 25km/h, 16% incline (Dual)
- · SpeedSync Running System
- · Touch Screen / Virtual Trainer
- · Smartphone Mirroring Display



#### NR20SXA

- 21.5" Big LCD Screen
- Max speed 20km/h, 16% incline (Dual)
- SpeedSync Running System
- Touch Screen / Virtual Trainer
- · Smartphone Mirroring Display



#### RX9200

- · Max speed 16km/h
- Max incline 16% (Dual)



#### NR25XA

- 21.5" Big LCD Screen
- Max speed 25km/h, 16% incline (Dual)
- · Touch Screen / Virtual Trainer
- Smartphone Mirroring Display



#### NR20X/

- 21.5" Big LCD Screen
- · Max speed 20km/h, 16% incline (Dual)
- · Touch Screen / Virtual Trainer
- · Smartphone Mirroring Display



#### RX7700

- · Max speed 16km/h
- Max incline 16%

## DRAXFIT+

Users can experience the feeling of running in nature with this eco-friendly treadmill that naturally adjusts the speed according to the user's walking or running speed.



### **NON-MOTORIZED TREADMILL**

#### Features & Benefits



#### **Curved Design**

Curved design with higher front and rear roller and lower center position makes it so when the user takes bigger steps the speed increases, with smaller steps the speed decreases, and when the user stands on the center, the treadmill slows to a stop.



#### Slat Belt Design Unlike a conventional tra

Unlike a conventional treadmill, it uses thick and strong caterpillar type slats. There is no running board under the belt, therefore there are no concerns for shock to the human body while running.



#### **Running On Nature**

When the user take steps on the curve, it stimulates the body to start putting pressure into the big toe first, imitating the stimulation of running outside. Over 20-30% more efficiency guaranteed.



#### **Bluetooth Communication (Optional)**

Through Bluetooth communication (BLE4.0) and by DRAX designed smartphone APP, you can display all kinds of exercise information on your smartphone or LCD monitor. You can even manage exercise information with IoT technology.

#### **Product Information**

MAX. SPEED	LIMITLESS (SELF-PACED)
DIMENSIONS	784 x 1825 x 1608 mm (W x L x H)
WEIGHT	130 kg
MAX. USER WEIGHT	180 kg
WEIGHT	130 kg





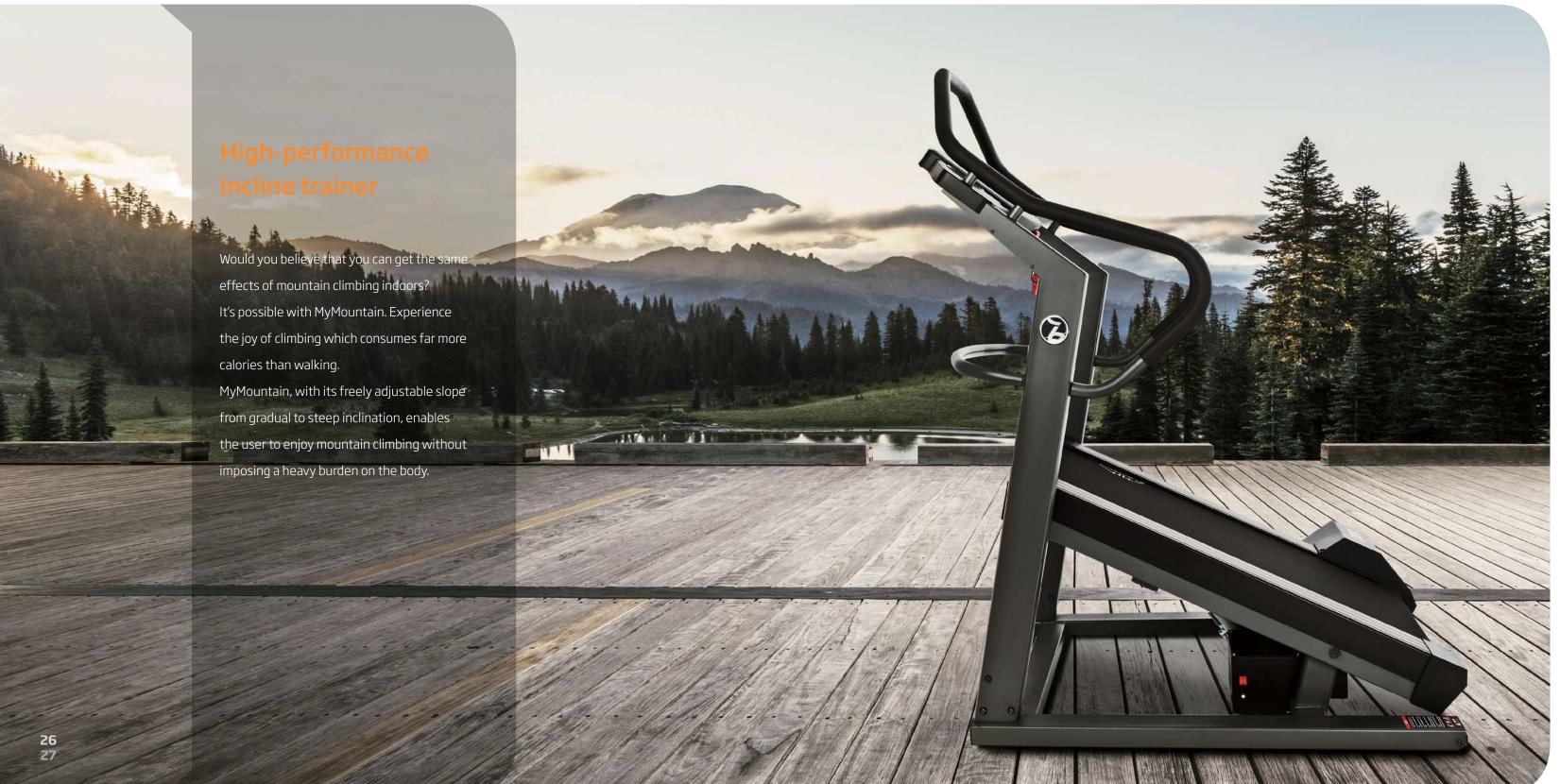


## MyMountain















Mountain Climbing
High inclination mountain clim High inclination mountain climbing and middle inclination tracking exercise, burns  $1.2 \sim 1.5$  times more calories than flat inclination running. You can enjoy high efficiency diet exercise with My Mountain.



#### -5 ~ 50% Incline Design

From -5% decline for rehabilitation to 50% high incline, makes diverse purpose exercise available and can help you burn much higher calories in a shorter time.



#### **Minimize Space Installation**

Unlike most treadmills, My Mountain is conveniently small and light which helps for easy installation and placement in your home. My Mountain has been the most popular next-generation treadmill in Japan for over 15 years!



#### Walking Only

Assists in power-walking exercise with zero shock to your joints, efficiently burns calories and is very suitable for senior athletes as well.

#### **Workout Program**



















#### **Product Information**

MAX. SPEED	up to 8km/h
INCLINE	-5~50%
DIMENSIONS	1049 x 1245 x 1629 mm (W x L x H)
WEIGHT	135 kg
MAX. USER WEIGHT	130 kg





## **Elliptical**

Elliptical featuring a stylish design and smart functions!

Features & Benefits

Ergonomic Design
Smart Os & Mirroring

Heart Rate Monitor & Workout Display
Stylish Design & Natural Walking System

## **Fitness Bike**

An indoor bike with an ergonomic design to optimize user convenience and the exercise effect!

Features & Benefits

Step Through Design Heart Rate Monitor Silent Driving Belt System
Easy Adjustment Seat



## Elliptical / Bike Products Line

with a saddle system that can be adjusted to the user's body quickly and easily!





• 15" Big LCD screen

· 25 exercise level

· Hybrid generator system

• Smartphone Mirroring Display

- 15" Big LCD screen
- · 25 exercise level
- · Hybrid generator system
- · Touch Screen
- · Smartphone Mirroring Display







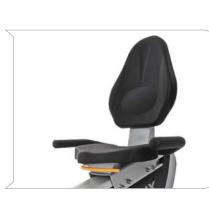


• 15" Big LCD screen

• 15" Big LCD screen • 25 exercise level · Hybrid generator system · Touch Screen

- · 25 exercise level
- · Hybrid generator system
- Smartphone Mirroring Display

Smartphone Mirroring Display









- 15" Big LCD screen
- · 25 exercise level
- · Hybrid generator system
- · Touch Screen
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- 15" Big LCD screen
- · 25 exercise level
- · Hybrid generator system
- Smartphone Mirroring Display



# Strength Series

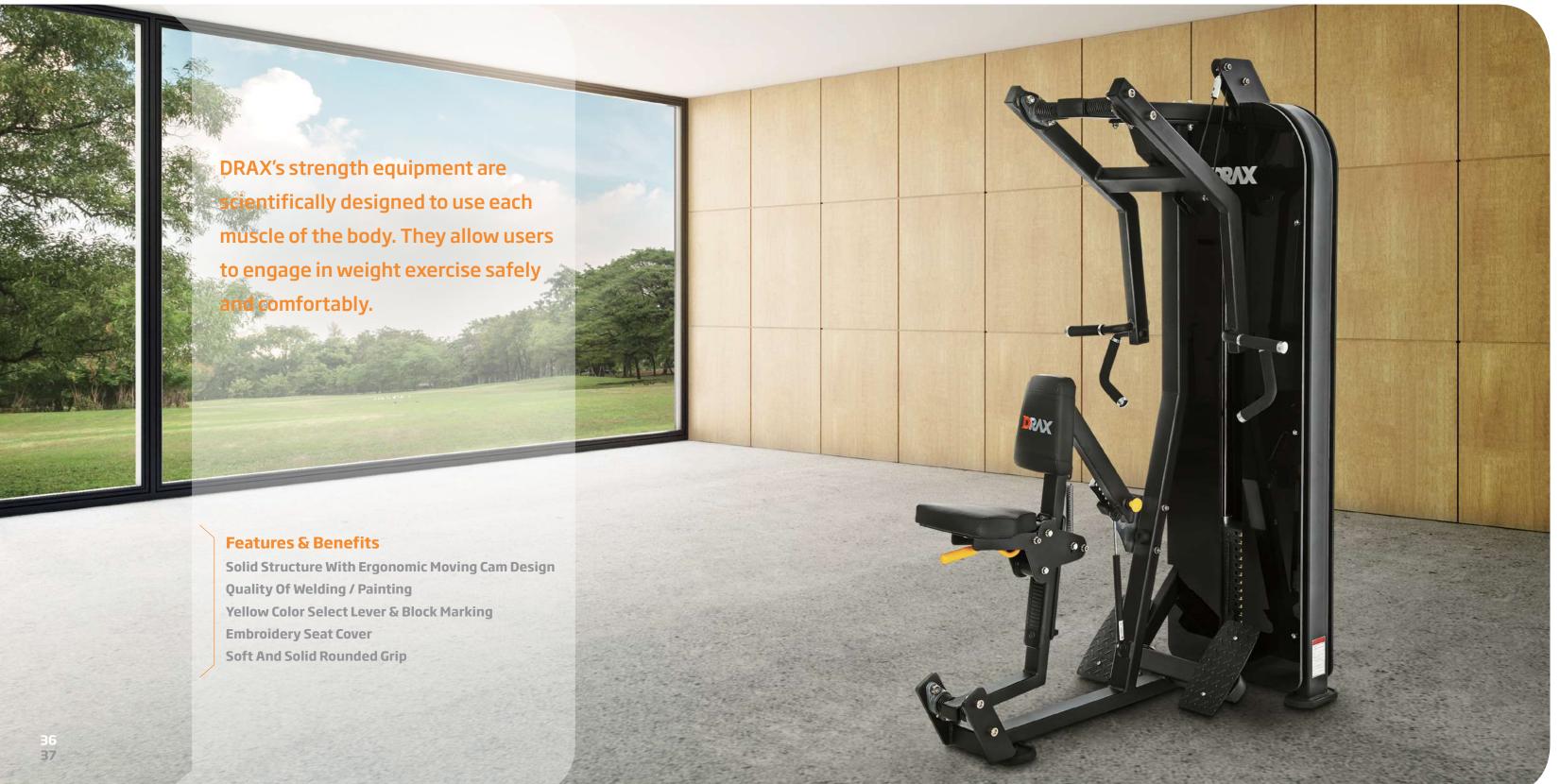
Strength Equipment Free Weights

# Strength Equipment









## Strength Equipment Products Line

The best weight exercise equipment controls muscle use accurately with a

firm weight structure that prevents shaking and a trajectory design.











4	. Max
	- 1/

Shoulder Press			
Model No	TWMA 302		
Dimension	1406 x 1426 x 1552 mm		
Unit Weight	190 kg		
Stack Weight	100 kg		





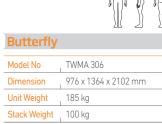


20	
	Lat Pull D
	Model No
8_0	Dimension
	Unit Weight
1	Stack Weight
	20



	Lat Pull D	own / High Pulley
	Model No	TWMA 305
	Dimension	1180 x 1430 x 2267 mm
	Unit Weight	170 kg
	Stack Weight	100 kg
-		



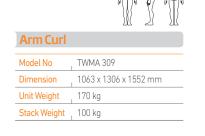




The state of the s	
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сF	y	
	TWMA 310	
	1419 x 1286 x 2107 mm	
t	185 kg	
ıht	100 kg	

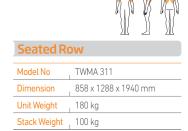






	W 1	M
Abdomin	al Crunch	
Model No	TWMA 201	
Dimension	922 x 1565 x 1552 mn	n
Unit Weight	190 kg	
Stack Weight	100 kg	







Assist Chi	n / Dip
Model No	TWMA 308
Dimension	1138 x 1284 x 2169 mm
Unit Weight	180 kg
Stack Weight	, 75 kg



ack Exte	ension
odel No	TWMA 202
mension	962 x 1247 x 1565 mm
nit Weight	190 kg
ack Weight	100 kg



Rotary To	orso
Model No	TWMA 204
Dimension	1198 x 1009 x 1552 mm
Unit Weight	175 kg
Stack Weight	100 kg

## Strength Equipment Products Line



#### Leg Extension

Model No	TWMA 102	
Dimension	1055 x 1206 x 1542 mm	
Unit Weight	200 kg	
Stack Weight	100 kg	\ <mark>(</mark> ()



Model No	TWMA 103
Dimension	1051 x 1209 x 1552 mm
Unit Weight	200 kg
Stack Weight	100 kg



Model No	TWMA 107	
Dimension	696 x 1524 x 1542 mm	
Unit Weight	200 kg	l
Stack Weight	100 kg	



del No	TWMA 104	_ 0	Ω	
nension	696 x 1542 x 1552 mm			Si
it Weight	200 kg	_ ((1))/	Ų)	6
ck Weight	, 100 kg	(8)	))	



Model No	TWMA 103-1
Dimension	980 x 1653 x 1552 mm
Unit Weight	200 kg
Stack Weight	100 kg





Model No	TWMA 105
Dimension	961 x 1610 x 1792 mm
Unit Weight	260 kg
Stack Weight	100 kg



Model No	TWMA 101
Dimension	1170 x 1899 x 1747 mm
Unit Weight	210 kg
Stack Weight	140 kg





Model No	TWMA 401
Dimension	3505 x 1180 x 2370 mm
Unit Weight	460 kg
Stack Weight	100 kg x 2



Model No	TWMA 402
Dimension	1623 x 1079 x 2340 mm
Unit Weight	500 kg
Stack Weight	140 kg x 2



## Free Weights Products Line

The free weight machine may look simple, but its design is anything but simple.

The science of safety in simplicity





#### Olympic Flat Bench

 Model No
 TWF 202

 Dimension
 1253 x 1280 x 1258 mm



#### Olympic Incline Bench

 Model No
 TWF 204

 Dimension
 1501 x 1297 x 1397 mm

 Unit Weight
 68 kg



#### Iti Adjustable Bench

 Model No
 TWF 203

 Dimension
 1347 x 780 x 454 mm

 Unit Weight
 35 kg



#### b Crunch Bench

 Model No
 TWF 209

 Dimension
 1531 x 780 x 871 mm

 Unit Weight
 45 kg



#### Olympic Decline Bench

 Model No
 TWF 205

 Dimension
 1543 x 1296 x 1256 mm



#### Olympic Supine Bencl

 Model No
 TWF 210

 Dimension
 1745 x 1740 x 1258 mm



#### **Roman Chai**

 Model No
 TWF 213

 Dimension
 1266 x 835 x 712 mm

 Unit Weight
 35 kg



#### Chin / Dip / Leg Raise

 Model No
 TWF 304

 Dimension
 1254 x 1128 x 2284 mm

 Unit Weight
 64 kg



#### lat Bench

 Model No
 TWF 201

 Dimension
 1170 x 780 x 425 mm



#### Jtility Bench (80 Degree)

 Model No
 TWF 206

 Dimension
 890 x 660 x 898 mm

 Unit Weight
 23 kg



#### wist

 odel No
 TWF 406

 imension
 1305 x 660 x 1276 mm

 nit Weight
 30 ka



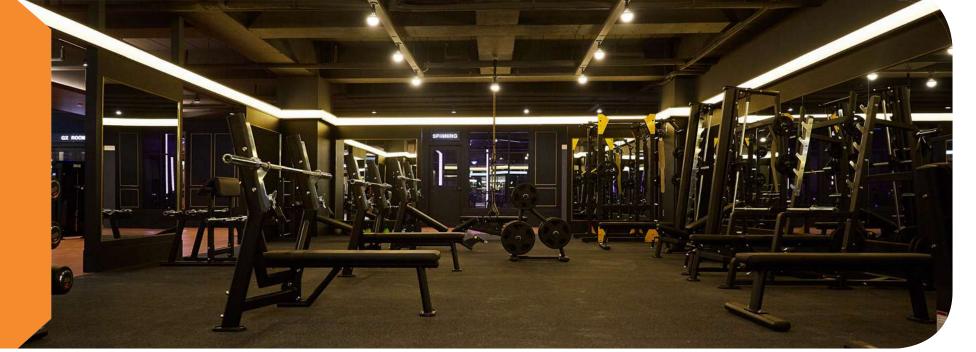
#### Barbell Rack

 Model No
 TWF 404

 Dimension
 1020 x 840 x 1392 mm

 Unit Weight
 30 kg

## Free Weights Products Line





#### TWF 211

900 x 1200 x 1086 mm Unit Weight 50 kg



Squatk	dCK
Model No	TWF 303

**Dimension** 1724 x 1755 x 1889 mm Unit Weight 110 kg

2432 x 1411 x 1342 mm Unit Weight 178 kg



1267 x 2215 x 2240 mm Unit Weight 160 kg



#### Two Tier Dumbell Rack

Model No TWF 402 **Dimension** 598 x 2295 x 825 mm Unit Weight 35 kg



TWF 403 **Dimension** 750 x 595 x 926 mm Unit Weight 22 kg



1466 x 1807 x 2327 mm Unit Weight 120 kg



TWF 302 1916 x 1740 x 2316 mm Unit Weight 150 kg

# Products - SYNERGY AIR

## **SYNERGY AIR**Products Line

It's a full-body climbing machine that maximizes the movements of the upper and lower body to give the user the feeling of actually climbing a mountain.

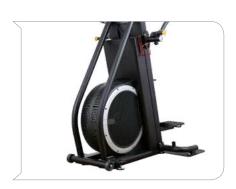




#### POWER TOWER Model No SAPT

 Dimension
 900 x 1250 x 2400 mm

 Unit Weight
 120 kg









#### 







#### **Epilogue**

### **Designed by Science**

DRAX wishes for the health and happiness of everybody

This has been the guiding principle of all our research and development efforts since 2001.

We are proud to have built a fully automated one-stop production line that is competitive in both quality and price. DRAX pledges to go beyond just providing fitness equipment solutions by maintaining its commitment to providing a healthier, better life for everyone.

