

VERTIMAX's Unique Design Provides Essential Kinetics Never Before Available on a Platform Trainer.

One key to VertiMax's superior post-training response is its ability to maximize the proprioceptive ('memorization') process. One of the ways it does this is by maintaining an appreciably non-varying level of resistance throughout the full range of the resisted movement. (In this case - vertical jump training.)

Many professional trainers believe "bungee-type" trainers are flawed from the beginning, in that they do not apply the necessary kinetics. And *before* VertiMax, these trainers were correct. The diagrams to the right show how VertiMax has overcome the most serious deficiencies of previous platform trainers. In other trainers the loading decreases to a non-effective load in the jump initiation position, and then increases exponentially during the jump.



- 13 NFL teams including five of the last six Super Bowl champions, own and use VertiMax.**
- 12 NBA teams including last year's champion Miami Heat, own and use VertiMax.**
- 21 out of last year's 25 top ranked Div 1 football programs own and use VertiMax.**
- 3 out of 4 of this year's Div 1 "Final Four" basketball teams own and use VertiMax.**



"VertiMax is an integral part of our strength and conditioning program at the University of Florida. We believe that this training device incorporated into our program has helped our student-athletes make remarkable improvements in our explosiveness and power. We have also been able to individualize many workouts through the extensive features the VertiMax system offers."

Urban Meyer - Head Football Coach, University of Florida



"Our team has seen and felt the benefits of working with VertiMax. Our schedule is very competitive and we need an edge for our players; VertiMax gives us that edge. My strength coach told me that during our vertical jump testing, my players kept chanting 'VertiMax' each time a teammate hit a higher max jump. My players and staff are sold on VertiMax."

Rick Pitino, Head Basketball Coach - Univ. of Louisville Men's Basketball



"I have been fortunate enough to utilize VertiMax for over three years. The progressive nature and versatility of VertiMax has earned it a special place in our arsenal. We use it to progress athletes from the onset of their closed chain rehabilitation through to the most advanced elastic equivalent training. This contribution and its bullet-proof design, makes it an obvious choice for nearly every athlete-based program."

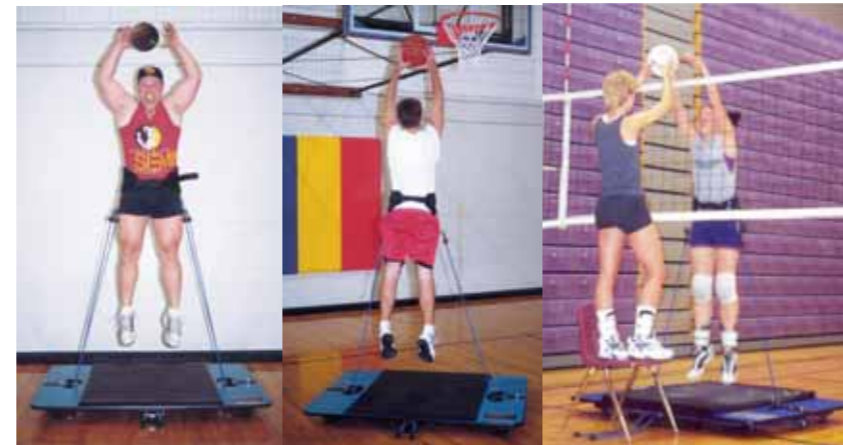
Mark Verstegen, Internationally recognized Professional Speed Trainer. President, Athletes Performance, Tempe, AZ



"VertiMax now incorporates upper body loading on top of an already highly effective explosion training device. The use of the upper body in improving the lift aspect of the vertical jump is a giant breakthrough. You can use it for arm action in the running phase, jam techniques, or a 'run-into-jump' maneuver. I've used it at the highest levels of pro football, and can say without hesitation, it's been a key device in my program."

Garrett Giemont, CSCS, NFL 2002 Strength Coach of the Year

WITH VERTIMAX ATHLETES CAN DO PRECISE SPORT-SPECIFIC DRILLS.



The large exercise area, upright stance, no shoulder encumbrance, and free arms, allow athletes to preserve a natural jumping motion, and integrate sports specific motions such as lunges and foot drills, or blocking, catching, passing, spiking, or roofing balls while jumping.



Michael Wehrell

As a former athlete from the University of Florida with a Masters Degree in Engineering, I have dedicated myself to developing specialized sports training equipment that provides optimum results in minimum time. My mandate was to combine engineering and sports sciences into equipment that would launch the industry into the 21st century. The answer was high-speed, zero-inertia, and constant resistance, with balanced vectoring. I believe we have achieved our goal with VertiMax. Additionally, we pledge a true dedication to quality and service that will make Genetic Potential a synonym for satisfaction throughout the sports world.

Michael Wehrell
President - Genetic Potential

Years of research and development plus input from athletes and sports scientists from around the world have gone into the final design for VertiMax. Even with our prototype models, extraordinary increases were achieved. John H. Arce, former Head Strength Coach at UCLA utilized one of our first VertiMax as an integral part of an overall strength and conditioning program. Test results for conditioned athletes were significantly better for those who trained on VertiMax! He recorded marked improvements that are still typical for VertiMax use.

RESULTS OBTAINED FROM UCLA ATHLETIC PROGRAM

PLAYER	VERTICAL JUMP						STANDING BROAD JUMP		
	NO STEP			3 STEPS			PRE	POST	DIFF
RECEIVER	27"	34"	+7"	30.5"	39"	+8.5"	8'7"	10'1"	+18"
DEF. LINEMAN	19"	25"	+6"	24"	29"	+5"	8'0"	9'1"	+13"
OFF. LINEMAN	21"	28"	+7"	25"	32.5"	+7.5"	7'4"	9'0"	+20"
LINEBACKER	27"	32.5"	+5.5"	31.5"	36.5"	+5"	8'8"	9'6"	+10"
OFF. BACK	25.5"	30.5"	+5"	29"	35"	+6"	8'2"	9'4"	+14"
DEF. BACK	25.5"	32.5"	+7"	31.5"	37"	+5.5"	8'9"	9'10"	+13"

VertiMax is the ONE piece of equipment that will make a difference your athletes can feel, and you will see. And you'll see it where it counts - DURING COMPETITION!



1(800)699-5867 • win@vertimax.com • www.vertimax.com
GENETIC POTENTIAL, 4710 Eisenhower Blvd., Suite A-6, Tampa, FL 33634

V E R T I M A X™

THE MOST ADVANCED ALL-SPORT LOWER BODY TRAINING SYSTEM

"In the last three years VertiMax has helped 21 of my clients become first round NFL draft picks."

Tom Shaw, Speed Inc., Kenner, LA
Speed Coach, New England Patriots

"Having examined Vertimax, and then conducting just one training session on it, incomparision, everything else is archaic."

David Shupe, PT, ATC, CSCS
SOAR Inc. Rapid City, SD

"VertiMax is the best weight room investment we ever made for our basketball program"

Bo Ryan,
2002-2003 'Big Ten' Coach of the Year



As Featured In
Sports Illustrated,
and seen on
HBO, ESPN, and
FOX Sports Networks.

VERTIMAX™ : The Most Effective Reactive Power Training System Ever Designed.

A VITAL PART OF ANY SPEED AND STRENGTH PROGRAM

WHY VERTIMAX? For **explosive leg power!** For an NBA-caliber **vertical jump.** For breakaway **first-step-quickness!** For play-making **competitive moves!** That's why! All of these depend on **Lower Body Reactive Power,** and **VertiMax** is the absolute best way to increase Lower Body Reactive Power! Exercise physiologists now agree the best way to increase speed and acceleration is through a new and separate type of training called **Low-Load, Velocity-Specific Training,** and **VertiMax is the most effective Low Load High Speed Training System ever designed!**

Weight training is essential. It builds **Absolute Strength.** But the key to superior sportsfield performance is not how MUCH force an athlete can generate, but how FAST he can generate it. That's called **Rate of Force Development,** and VertiMax is the "go-to" device to increase **RFD!**

WHAT'S NEW ABOUT VERTIMAX? Vertimax is designed differently, it is built differently, and it functions differently. It is unlike any platform trainer you have ever seen. 17 patented functions under the platform provide unique kinetics that **optimize the neuro-muscular aspects of speed training and deliver an unequalled post training response.** It eliminates the short comings of all other platform trainers.

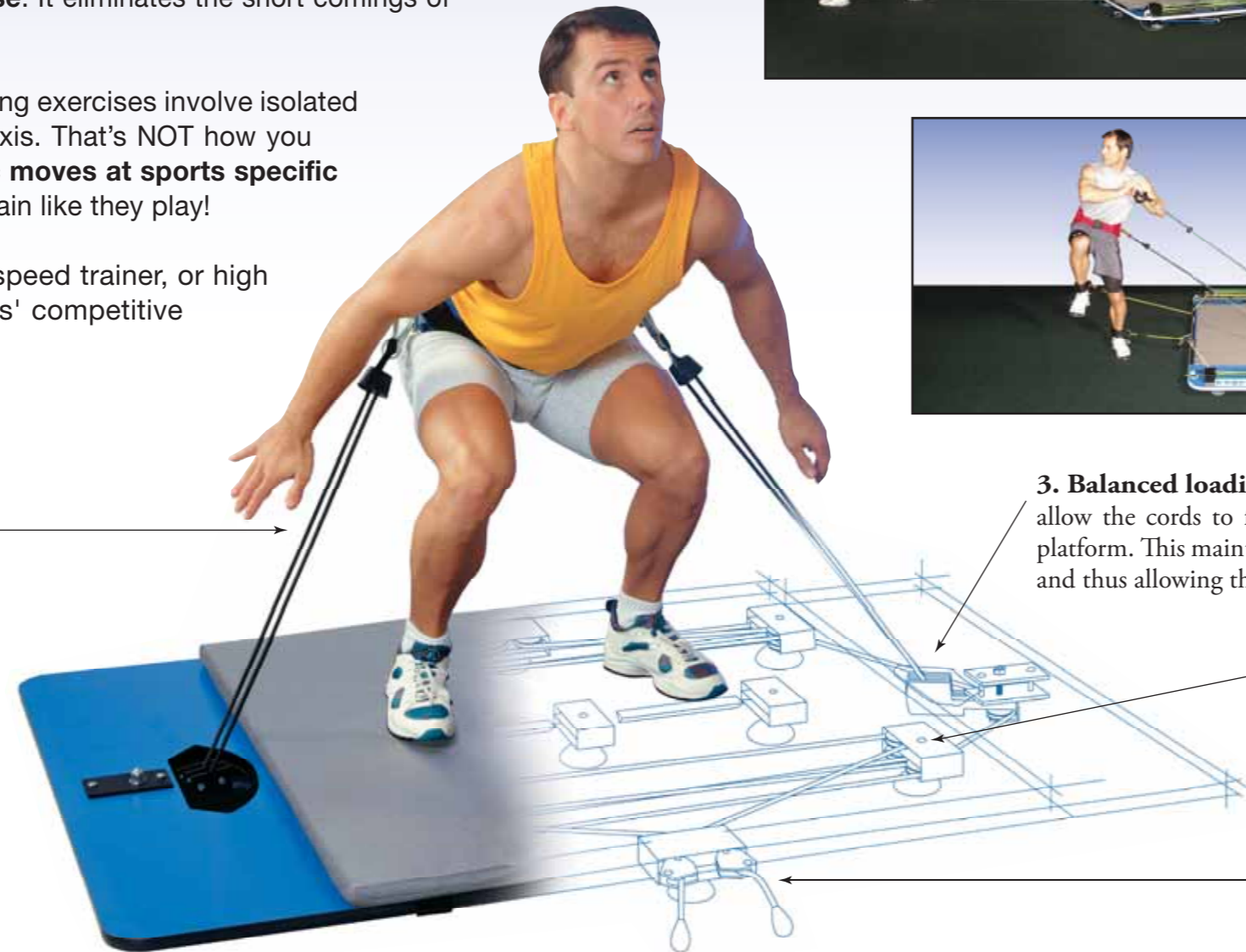
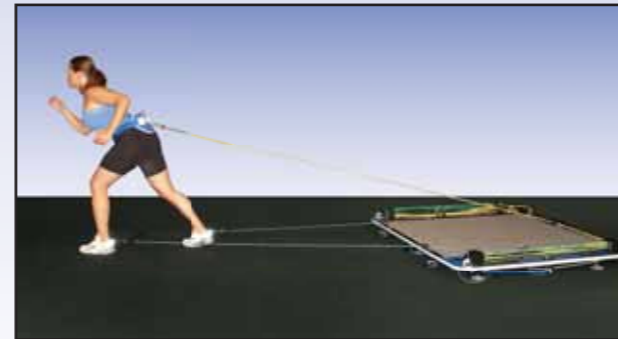
With the exception of two Olympic lifts, most weight training exercises involve isolated muscles, and are done in a single plane and on a fixed axis. That's NOT how you compete. With **VertiMax** athletes perform **sports specific moves at sports specific speeds.** It is a functional trainer. With VertiMax, athletes train like they play!

WHO'S IT FOR? Any pro or college strength coach, speed trainer, or high school sports coach dedicated to improving his athletes' competitive performance.

1. Constant exercise resistance: Extended lengths of resistance bands coiled under and over the platform, feed out to maintain an appreciably non-varying level of resistance through the full range of the resisted movement. In the case of vertical jump training, there are no slack cords at the bottom and no "yank-back" at the top. To optimize the development of explosive power, the muscles being trained sample a non-varying load throughout the entire concentric and eccentric movements.

2. Ultra sports specific loading: Although not shown on this schematic, our V6 and V8 models have resistance bands on TOP of the platform that can be attached to the wrists for coordinated upper body training, or to the ankles or feet for kicking and foot drills.

With VertiMax, athletes can do both lower and upper body **off-platform** exercises.



3. Balanced loading: When doing upright training, patented Hip Tracking units allow the cords to follow the athlete when he moves forward or rearward on the platform. This maintains a true "center of the earth" gravity vector, preserving balance and thus allowing the athlete to apply a maximum effort on every rep.

4. Two tier impact reduction system: This includes a super plyo mat (endorsed by the USA jump rope assoc) and shock absorber legs that allow the whole platform to sink upon landing impact.

5. Instant selection of resistances: Extractable resistance bands allow trainers to quickly and precisely tailor the loading for an individual athlete or a training objective. The bands are marked in three pound increments. (Athletes don't need to know or remember any poundages, they just count the number of marks they have extracted the cords.)

The basic V6 Model



Our V6 models have a fifth and sixth cord on top of the platform, that can be used to provide a simultaneous upper body loading!

The V6 Plus Model

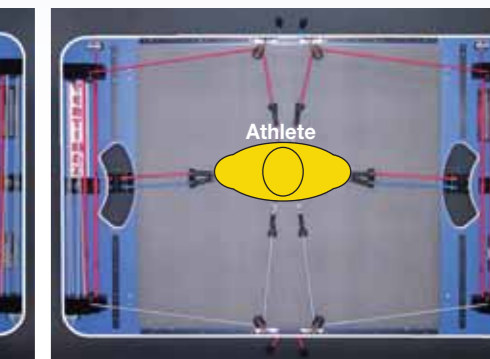
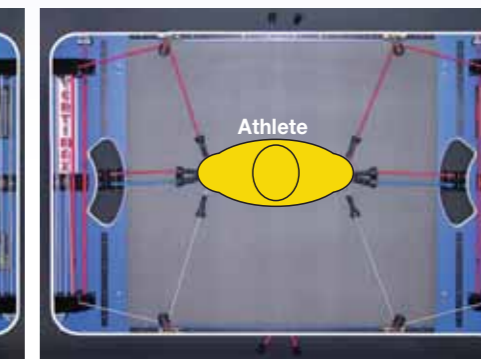
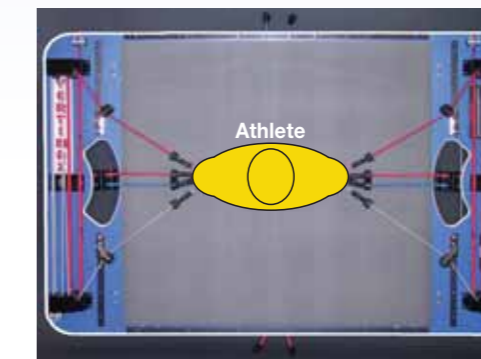
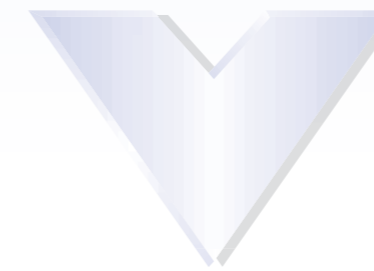


Our V6 Plus model allows the fifth and sixth cord pulleys to be positioned to a variety of locations. Trainers can thus create precise vectors for many different sports moves.

The V8 Plus Model



Our new V8-Plus model provides a seventh and eighth cord on top of the platform. This allows eight body attachment points, and allows trainers to design even more resistance vectors.



The above diagrams show just three of the many resistance vectors that trainers can create on our Plus models.

MORE GOOD NEWS

When you receive your VertiMax you will also receive a great Training Manual and Video, as well as 24-7 Support.

VertiMax training is easy to accomplish during regularly schedule S&C periods. Three athletes can do one set in one minute! Some coaches do it as a warm-up for weights, or have their athletes do it between sets of bench presses. (Basketball and volleyball coaches often roll it out alongside the bleachers, and have their players do it during scheduled court practices.)

VertiMax is built for non-stop institutional use and will last a lifetime, but still comes with a full Two-Year Free Replacement Warranty on all mechanical parts!