

Press release

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Robotic technologies guiding the future of strength training Sparkfield premiere at FIBO 2022

Premium strength training for all muscles on just 2m²

- A young startup company pushes the boundaries of guided strength training
- **World first:** Innovative electrified machine, enabling „The Big Five“ (squats, bench press , deadlift, shoulder press, lat pulldown) and many more exercises
- Strength station of a whole new kind that adapts to the user and enables highly efficient training for beginners and advanced athletes

Markgröningen – the health implications of building and preserving muscles is increasingly acknowledged and was further underlined in November 2020 when the WHO issued for all age groups a strong recommendation for regular strength training.

Still a lot of people struggle to find time, guidance, and motivation to integrate strength training in their daily routine.

Sparkfield redefines qualified strength training and brings it to a wider audience. “We are convinced that the combination of latest robotic technologies and sports science creates totally new possibilities to make strength training a more efficient, safe, and motivating experience. We are committed to this and want to enable everyone, independent of age and experience to reach their physical goals “, says Prof. Amos Albert, one of the managing directors of Sparkfield.

Sparkfield Core – the innovative strength station

Sparkfield Core operates like a collaborative robot – together with the user – but looks like an elegant piece of lifestyle sports equipment. “The modern design, high quality materials and lowest possible noise levels make it a real showpiece, seemingly having its own soul”, states Mattias Hallor, the second managing director and strength training enthusiast.

The technologies used in Sparkfield Core make it unique and able to provide any desired motion and training resistance.

Conventional training equipment offers either flexibility or stability in the exercise motion. Barbells and cable machines allow for many different exercises but are unguided and therefore make it more challenging to use them correctly. Guided machines provide a safer and more stable execution but are typically limited to one exercise and one motion curve per machine.

“We offer something completely different “, Mattias Hallor ensures. „Sparkfield Core combines the advantages of guided machines regarding stability and safety with flexible and individual motions, adapted to the user anatomy with millimeter precision“.

A strength training machine, working together with the user

Sparkfield Core enables intuitive and safe access to the most efficient state-of-the-art training methods. The user can select from many proven strength exercises for all muscle groups such as push and pull exercises both standing and seated. Apart from the typical machine exercises like lat pulldown, rowing or triceps pushdown, Amos Albert is especially proud that “also traditional, well-proven barbell exercises such as bench press, squats and deadlift are possible.” The former Bosch manager Albert explains further: “Just as comfortably as you can select the exercises on the screen, you can also set the training resistance and a suitable training method.

Eccentric overload, isokinetic and isometric training, drop sets, super sets or High Intensity Training are all particularly efficiently implemented on Sparkfield Core.”

Personalized training | The motion is adapted to the users' individual anatomy for each exercise. You can select from recommended workout sessions - such as „fit with HIT @ 2x15 minutes per week” - or define your own session. The complete workout is carried out on a single station with personalized and data-based training recommendations.

Safe training | Sparkfield Core offers a stable guidance for each exercise and enables a safe training until muscle failure. The motion is permanently supervised: live recommendations on execution are presented with an intuitive interface with an Avatar function.

Motivating training | Training is configured as easy as 1-2-3. The virtual coach carries out all the settings. Target achievements are rewarded, and training progress is documented and compared to the corresponding peer group. Gamification and challenges guarantee a refreshing variation.

A space saving solution without compromises

Sparkfield Core is designed for users who want premium strength training in the high-quality segment. It is especially beneficial for customers who value many well-proven exercises on a limited space.

Companies, smaller health clubs, personal trainer hotels and apartment communities are typical use-cases where these conditions are often met.

Since all exercises are carried out on the same machine, circuit training is more comfortable and flexible than ever. Users can individually define the order, the reps and the pause times of the exercises without the limitations of a pre-defined regime. Switching between exercises is completely automated.

People who want high-end exercises but lack space or budget for many single purpose machines, find the perfect solution in Sparkfield Core. Customers without these restrictions also profit from the ideal scalability, being able to add machines one by one according to their needs and utilization of their facilities.

Sparkfield at FIBO 2022:

Hall 6, Booth 6E45.

A press conference is taking place on 7.04.2022 and 8.04.2022 at 11AM CET.

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