

moves™

ABOUT PROFESSIONAL ATHLETES

FOR PROFESSIONAL ATHLETES

A close-up portrait of Michael Jordan, looking slightly to the left of the camera with a subtle smile. He is wearing a gold hoop earring, a white dress shirt, a patterned tie, and a blue and gold patterned suit jacket.

Michael Jordan

CHARLOTTE'S TOP CAT

Steps Back Into
The Spotlight

ESPN's
Greg Anthony
TOP NBA ANALYST

Willie Randolph
Steps Up to the Plate

FORMULA 1
Behind The Wheel

**SUMMER
TRAVEL**

Caribbean
Golf Resorts

South African
SAFARI

Music Tours

Building Your
CUSTOM HOME

vitaminwater®
Scores BIG



WORDS BY K. HENRY

For the first time, Computerized Fitness Machines allow athletes to train at the same speeds they perform. Basketball players are leaping higher faster, football players are lunging harder quicker, while baseball players are swinging faster and throwing farther using a revolutionary neuro-muscular training system known as VERT, an acronym for “Velocity Enhanced Resistance Training.”



IN FACT, SOME OF THE WORLD'S LEADING ATHLETES AND TRAINERS, including NBA star Shaquille O'Neal and Olympians Holly McPeak, Lenny Krayzelburg, and trainer to the NBA stars Tim Grover have used the VERT system to give them that all elusive edge in explosiveness over their competitors. Now this technology is available to any athlete looking for ways to gain greater speed, power and endurance in their particular sport.

"VERT has become the preferred workout method for premiere athletes because it eliminates inertia associated with weights and allows for high-speed training of the type two fast twitch muscle fibers," said Ed Torkelson, founder and president of VERT Worldwide, Inc. "Using computer technology, VERT analyzes the speed, position and force being applied by the muscles 16,000 times per second throughout the entire range of motion."

According to Torkelson, VERT trains the nervous system to contract muscles fast. The faster the muscles contract, the faster the limb moves. And the faster the limb moves, the higher the athlete jumps, the harder they hit, the faster they run and the farther they throw. In short, VERT allows the athlete to perform at their maximum potential.

Three pieces of equipment comprise the VERT system, including a leg extension-flexion machine, a bench press, and a multi-function machine that offers 15 different full-body exercises. The machines can be sold separately for between \$17,500 and \$19,000 or as a set costing anywhere from \$47,500 to \$54,700. And they can be programmed by a coach, trainer, physical thera-

pist, or by the individual athlete, to provide resistance in all of the following modes, separately or in any combination for: isokinetic, isometric, isotonic, variable velocity and variable resistance.

"The VERT system is absolutely unique in its ability to build fast-twitch muscle strength," said Clifford Tabin, Ph.D., professor at Harvard Medical School and director of the Tabin Research Lab (focused on fast and slow twitch muscle development).

Each machine records and archives an individual's information, measuring speed, force and time on every repetition and will graph the data allowing one to compare and analyze their results. Sports medicine expert Walter Theis, M.D., VERT's national director of sports medicine, calls VERT "an intellectual approach to exercise."

"Since the computer built into the equipment never gives you more weight or resistance than you can handle, and each workout can be designed and supervised by a professional trainer, it's really the perfect workout for anybody, regardless of age, ability or athleticism," Dr. Theis said.

All athletes require not just strength, but speed and power to be most effective. Dr. Theis uses the following formula to explain the secret behind VERT: $\text{Strength} = \text{Force} \times \text{Distance}$. $\text{Power} = \text{Force} \times \text{Distance} \text{ divided by Time}$. In other words, if two people can bench press 200 pounds they have the same strength, but if one can do it in half the time he is more powerful.

"I refuse to talk to anyone about VERT because it's my personal training secret." -Shaquille O'Neal.

The company's initial growth strategy is to sell up to six franchises by the end of this year in cities which have a professional sports team, such as Los Angeles, New York and Chicago. VERT Fitness Centers are currently established in Santa Monica and Hermosa Beach, California; Jericho, New York; and Highlands Ranch, Colorado.

"I have never found a system that gives results like what I have seen at VERT," said John Perry M.D., a founder of the American College of Sports Medicine, and former team physician for the Los Angeles Rams and Washington Redskins. 

