

## *Customer Success - Concept2 Inc.*

Concept2, the world leader in rowing exercise equipment, uses KeyCreator software to design and develop its complete line of indoor rowers and oars, including the recently introduced Model E and the popular Concept2 'Model D' rowing machine - voted "Most Innovative Fitness Product for 2005" by Health Magazine. Concept2 rowing exercise equipment is used by 99 percent of the rowing clubs and school rowing teams throughout the world.

Concept2 was founded by Dick and Peter Dreissigacker in 1976. Fresh from Olympic training, the two brothers designed and created the first composite carbon fiber racing oars, and went on to prototype the world's first wind-resistance indoor rower out of old bicycle parts. The Dreissigacker Racing Oars are now used by more than 70 percent of the rowing community. The Concept2 Indoor Rower has been redesigned and upgraded four times since the Model A was introduced in 1981. Today's Model D, introduced in July 2003, and the recently introduced Model E both build on Concept2's 26 years of experience in designing and manufacturing rowing machines.

"KeyCreator is integral to our design and manufacturing process," said Jon Williams, chief engineer of Concept2. "The software enables us to quickly develop, test and iterate conceptual models. KeyCreator makes it easy to communicate those design ideas accurately to our supply chain partners."

### **The Spirit of Innovation**

Responding to both customer feedback and rising manufacturing costs, Concept2 decided to evolve its overall rowing system. One area identified for a major design change was the flywheel enclosure. Now in its fifth generation of indoor rowing machines, Concept2 has moved the flywheel from an original unenclosed bicycle wheel to the current three-piece injection molded housing available in today's Model D & Model E. Concept2 engineers took advantage of KeyCreator to design current advancements into the Model D.

"KeyCreator is a critical tool in the design process," explained Williams. "When our customers requested greater battery life in the rowing machine monitor, Concept2 designed an efficient, non-contacting generator that powers the monitor as the machine is being rowed. And when customers wanted a quieter flywheel mechanism, Concept2 used KeyCreator to experiment with different shape housing designs that delivered significant noise reduction."

### **Bottom Line Benefits for Manufacturing**

Accurate exchange of CAD data is vital to Concept2. The Concept2 Indoor Rower has become the standard across the rowing community in part because of the high degree of comparability between scores achieved on individual rowing machines - ensuring that 2000 meters rowed on one Concept2 machine is exactly 2000 meters on another. This standardization has proven significant during races, such as those at the CRASH-Bs (indoor rowing championships). The accurate exchange of CAD data between Concept2 and its partners guarantees standardization, regardless of which manufacturing plant or assembly plant is building a rowing machine or producing any part.

According to Williams, "KeyCreator provides the Concept2 design team with a unique blend of speed, flexibility and accuracy to rapidly develop and refine new designs. We can move quickly into the modeling phase and minimize the number of revisions needed during the process. We truly take advantage of the software's interoperability features by immediately working with files from our mold vendors and manufacturers, regardless of the primary CAD tools those firms use."

Concept2 is dedicated to providing the most innovative rowing products and programs to its customers. That commitment depends on imagination and advancements in technology developed by the engineers using KeyCreator.

To experience the true rowing advantage, visit Concept2 at [www.concept2.com](http://www.concept2.com).