



University of Central Florida Selects Aviron Interactive Over Competition

In August, Aviron Interactive Inc. had the opportunity to commission two interactive Tough Series rowers into the brand new, Downtown Orlando, University of Central Florida Fitness Facility. Our team got the chance to sit down with Troy Morris, Assistant Fitness Director at UCF, to identify the key reasons that Aviron was a great fit for his new facility!



► Troy Morris,
Assistant Fitness
Director at UCF

If you build it, they will come

Looking at any recent news article on fitness trends in the collegiate environment, you can see the ever-growing need for fitness and wellbeing facilities on campuses. In some of the latest studies produced by NIRSA, 68% of students reported that campus recreation facilities influenced their decision of which college/university to attend, while over 74% said it influenced their decision to continue to attend their university.

NIRSA also reports, over 89% of universities report managing at least one dedicated wellness space. Looking broadly at this data, you

can see how important it is to create a unique environment for students. When discussing the initiative at UCF, Troy commented, "UCF wanted to bring a different level of engagement that couldn't be found at our main campus, one that set us apart in our student's minds and attracted them to the space".

In today's ever-growing choice-filled world, fitness is being led by three major trends according to the American College of Sports Medicine; technology, high-intensity interval training (HIIT), and group training.

While learning more about how UCF designs their facilities and training programs, Troy said, "we

look at these trends produced by ACSM and factor in each trend into our purchasing consideration, when we saw the rower, we knew it had elements of all three.”

Diving a bit deeper into these trends, technology and wearables seem to rank among the leading of the three. The Aviron Tough Series rower brings both elements into an interactive database of experiences, engaging competition and community amongst its users. Additionally, in recent releases Aviron has included the integration of a one-way Bluetooth connection to heart rate monitors. This will allow users of the rower to track their data in their usual fitness applications.

High-intensity interval training is driving trends through all channels of fitness, from equipment, to training programs, and beyond. Aviron has tailored workout programs and the natural rhythm of rowing to this training style. Rhythmic and intense pushes driven by competition are throughout every component of the content.

What makes Aviron truly different

When speaking with Troy about the content and what drew him in the most he said, “The competition drew me in, the ability to compete against Olympians and giving the students the interactive/gaming experience.”



When looking at the final trend promoted by ASCM, group fitness rises to the top and not just in the university setting. Users are longing for connection and the ability to be guided and challenged throughout a workout. This type of class can be difficult to facilitate and make accessible to all students, so Aviron has provided a way for students to hop on a rower and workout with their community of friends while being guided through a challenging workout!

Troy wrapped up our discussion on the latest trends within the industry, by saying “At the end of the day when I am looking for fitness equipment, I am not only looking to abide by these trends, but also the customer service that comes along with these products and the Aviron Interactive team has gone above and beyond to make sure this was a successful commissioning. As we all know it is one thing to have it, but an absolute must that it is durable and continues to function for our community.”

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