About SUNY Cortland
The State University of New York at Cortland campus recently completed a $56 million project under Rec Center Director Julian Wright to completely rebuild their recreational center. SUNY Cortland’s previous space was a bit outdated, equipped with a long list of various fitness suppliers. However its large space held great potential to become a standout feature of the campus after a total ground-up operation.

The Challenges:
Building a Modernized Fitness Center and Expanding Appeal
Faced with an immense project, SUNY Cortland needed ample time to determine their best course of action. Cortland required advice and guidance throughout the design and development stages, and went through this challenging process over the course of the next 5 years. SUNY Cortland felt it was very important to provide a modernized fitness center that could cater to every one of the university’s students, faculty, and newly created community membership’s needs, as well as keep up with their own standards of operation.
Challenges Cont.

SUNY Cortland required a restock of equipment to furnish its newly designed areas with the latest technology and machines to provide a state-of-the-art fitness experience for its students and expanded community memberships. SUNY Cortland previously held equipment from many various suppliers, including Precor P80 cardio.

The university’s lack of infrastructure to have this product networked became a major challenge in the effort to modernize the facility.

It was a priority for SUNY Cortland to make the users of the center realize that it was constructed with their interests first, making networking and personalization of the facility of top importance.
The Solutions:
Together, Precor and Advantage Sport and Fitness (ASF) provided SUNY Cortland with committed support throughout their 5-year purchasing process. SUNY Cortland looked to design their center in order to optimally orient equipment in their newly designed spaces to create an enjoyable and efficient workout space. This came to fruition with the trust of both Precor and ASF design expertise in the development stages all the way through building and installation.

The new layout included an 8,664 square foot strength space as well as 3,400 square foot cardio area, with the facility measuring a total of 150,000 square feet.

SUNY Cortland’s rebuild included the discarding of old equipment and supplying their facilities with Precor equipment consistently throughout.

The Discovery strength line boasts exceptional biomechanics and, paired with SUNY Cortland customized shrouds, creates the unique environment of a paramount university rec center, incentivizing exercisers to utilize the area.
**Location:**
Cortland, New York

**Equipment Type:**
Precor 880 Cardio
Discovery Strength

**Solutions Cont.**
The best-in-class exercise equipment and innovative technological capabilities of Precor equipment provided SUNY Cortland with the technology they desired. Precor and ASF expertise in media and infrastructure made it possible to transform the previously non-networked facility into a fully functional networked fitness space, creating the modern environment SUNY Cortland sought to accommodate for present, as well as future, data demands.

Precor 880 cardio machines with network capabilities populate the cardio area, allowing for extremely personalized, responsive workouts and connectivity between exercisers, the facility, and staff.

Features of the Precor media platform, such as Welcome messages and In-Workout messages allowed SUNY Cortland to communicate with exercisers in order to promote other offerings within the recreation center.
The Results:
The continued long-term commitment between Precor, ASF, and SUNY Cortland resulted in inking the partnership and together creating their exceptional facility. SUNY Cortland’s newly constructed fitness center allowed them to reap the benefits of the new extended membership program, as well as maintain student and staff activity.

Advantage Sport and Fitness and Precor were able to provide SUNY Cortland with the infrastructure they needed to create a networked, media friendly facility to encourage participation from all current exercisers and attract future exercisers.