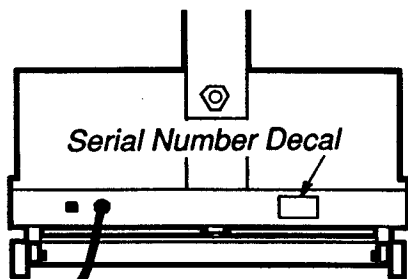


# IMAGE™ 910

PERSONAL FITNESS SYSTEM

Model No. IM391010

Serial No. \_\_\_\_\_



## QUESTIONS?

*As a manufacturer, we are committed to providing you complete customer satisfaction. If you have questions, or find there are missing or damaged parts, we will guarantee you complete satisfaction through direct assistance from our factory. TO AVOID UNNECESSARY DELAYS, PLEASE CALL DIRECT TO OUR TOLL-FREE CUSTOMER HOT LINE.*

*The trained technicians on our Customer Hot Line will provide immediate assistance, free of charge to you.*

**CUSTOMER HOT LINE:**

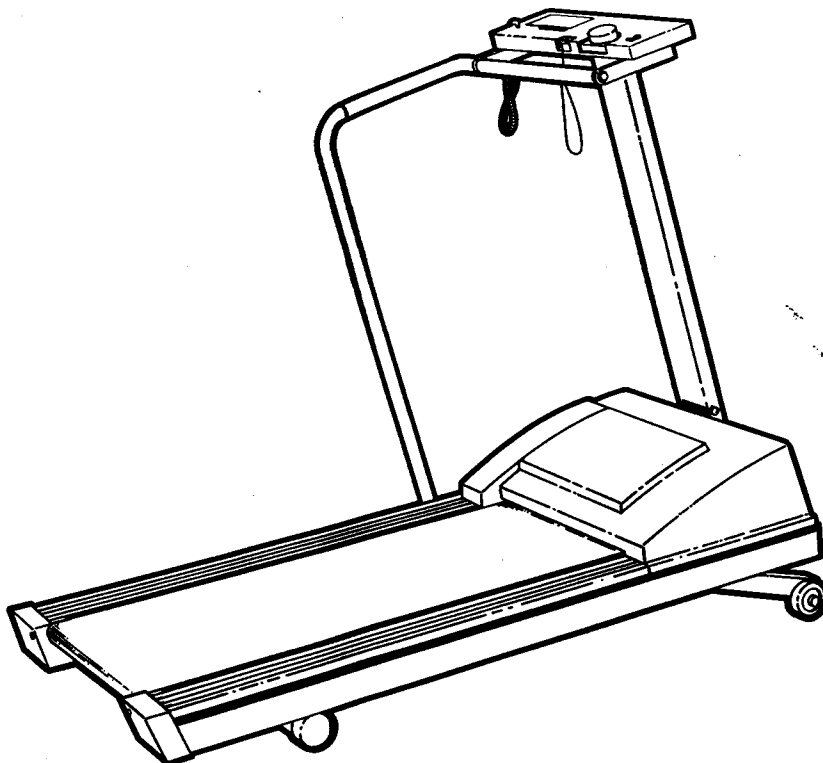
**1-800-999-3756**

**Mon.-Fri., 6 a.m.-6 p.m. MST.**

## CAUTION:

*Read all safety precautions and instructions in this manual carefully before using this equipment. Save this manual for future reference.*

## OWNER'S MANUAL



## LIMITED WARRANTY

IMAGE, INC. ("IMAGE"), warrants this product to be free from defects in workmanship and material, under normal use and service conditions, for a period of ninety (90) days from the date of purchase. This warranty extends only to the original purchaser. IMAGE's obligation under this warranty is limited to replacing or repairing, at IMAGE's option, the product at one of its authorized service centers. All products for which warranty claim is made must be received by IMAGE at one of its authorized service centers with all freight and other transportation charges prepaid, accompanied by sufficient proof of purchase. All returns must be pre-authorized by IMAGE. This warranty does not extend to any product or damage to a product caused by or attributable to freight damage, abuse, misuse, improper or abnormal usage or repairs not provided by an IMAGE authorized service center or for products used for commercial or rental purposes. No other warranty beyond that specifically set forth above is authorized by IMAGE.

IMAGE IS NOT RESPONSIBLE OR LIABLE FOR INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR IN CONNECTION WITH THE USE OR PERFORMANCE OF THE PRODUCT OR OTHER DAMAGES WITH RESPECT TO ANY ECONOMIC LOSS, LOSS OF PROPERTY, LOSS OF REVENUES OR PROFITS, LOSS OF ENJOYMENT OR USE, COSTS OF REMOVAL, INSTALLATION OR OTHER CONSEQUENTIAL DAMAGES OF WHATSOEVER NATURE. SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES. ACCORDINGLY, THE ABOVE LIMITATION MAY NOT APPLY TO YOU.

THE WARRANTY EXTENDED HEREUNDER IS IN LIEU OF ANY AND ALL OTHER WARRANTIES AND ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE IS LIMITED IN ITS SCOPE AND DURATION TO THE TERMS SET FORTH HEREIN. SOME STATES DO NOT ALLOW LIMITATIONS ON HOW LONG AN IMPLIED WARRANTY LASTS. ACCORDINGLY, THE ABOVE LIMITATION MAY NOT APPLY TO YOU.

This warranty gives you specific legal rights. You may also have other rights which vary from state to state.

**IMAGE, INC., 1500 S. 1000 W., Logan, UT 84321-9813**

# IMAGE<sup>TM</sup> 910

PERSONAL FITNESS SYSTEM

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**WARNING:** Before beginning this or any exercise program, consult your physician. This is especially important for individuals over the age of 35 or persons with pre-existing health problems. Read all instructions before using. Image assumes no responsibility for personal injury or property damage sustained by or through the use of this product.

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# IMPORTANT SAFETY PRECAUTIONS

**WARNING:** To reduce the risk of burns, fire, electric shock or injury to persons, read the following important safety precautions and information before operating the treadmill.

1. Position the treadmill on a level surface, with at least 8 feet of clearance behind the treadmill. Do not place the treadmill on thick carpet, near water or outdoors. Do not operate where aerosol products are used or where oxygen is being administered.
2. Plug the power cord directly into a grounded circuit carrying 12 or more amps. No other appliance should be on the same circuit. (See the OPERATION AND ADJUSTMENT section of this manual for proper grounding instructions.) Keep the power cord away from heated surfaces. If an extension cord is required, use only a 14-gauge, general-purpose cord of six to ten feet in length with a three-wire conductor.
3. Never move the treadmill belt while the power is turned off. Do not operate the treadmill if the power cord or plug are damaged, or if the treadmill is not working properly. (Refer to the BEFORE YOU BEGIN section of this manual if the treadmill is not working properly.)
4. Wear appropriate exercise attire when using the treadmill. Do not wear loose clothing that could become caught in the treadmill. *Always wear running or aerobic shoes. Never use the treadmill with bare feet, wearing only stockings, or in sandals.* Athletic support clothes are recommended for both men and women.
5. Never start the treadmill while you are standing on the treadmill belt. Always hold the handrail when exercising on the treadmill.
6. Never allow more than one person on the treadmill at a time. Use the treadmill only as described in this manual.
7. Keep small children away from the treadmill during operation. Never leave the treadmill unattended while it is running. Always turn the power off when the treadmill is not in use.
8. Never drop or insert any object into any opening.
9. Always unplug the power cord before performing the maintenance and adjustment procedures described in this manual. Never remove the motor hood unless instructed to do so by an authorized service representative. Servicing other than the procedures described in this manual should be performed by an authorized service representative only.

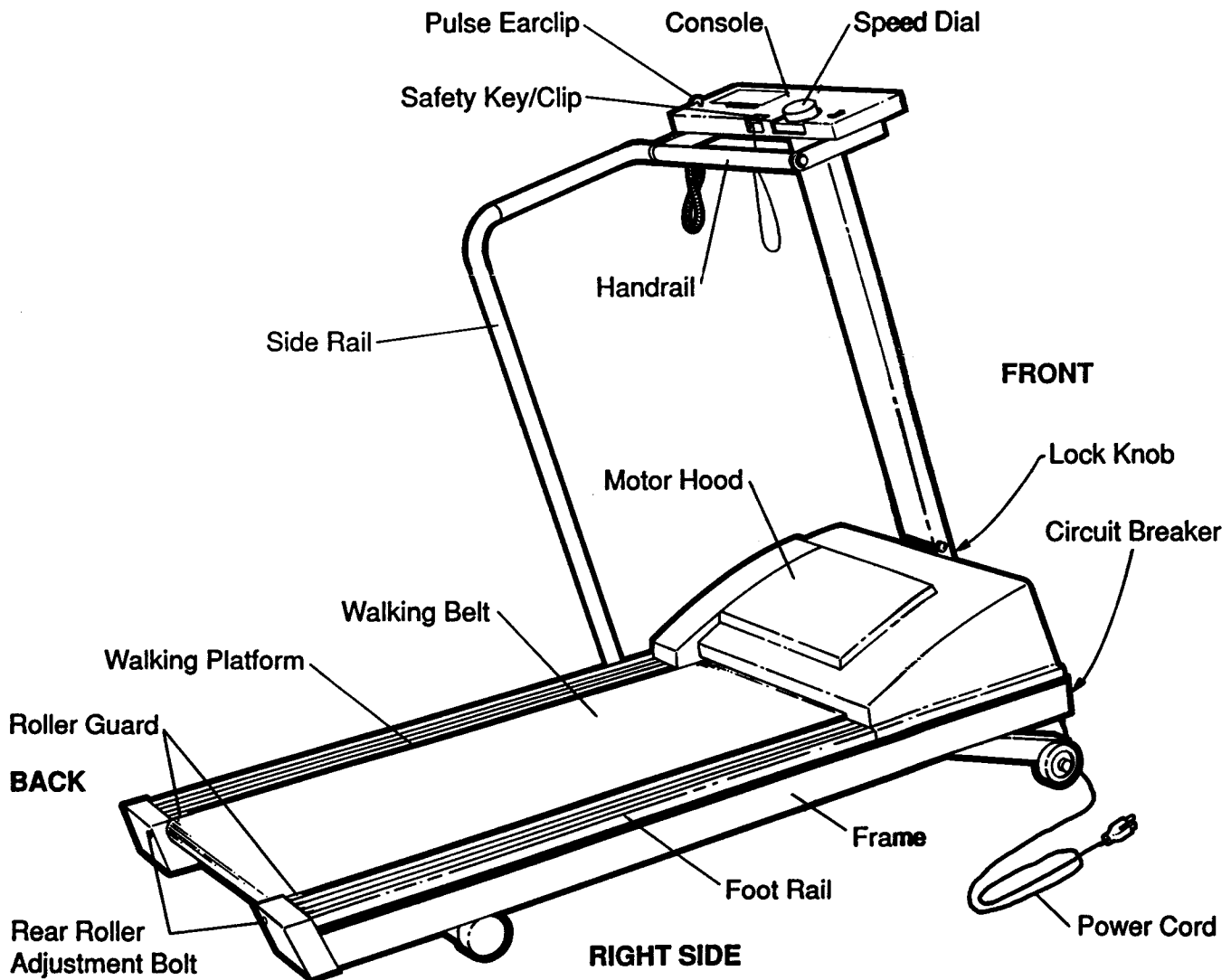
## SAVE THESE INSTRUCTIONS

# BEFORE YOU BEGIN

Thank you for selecting the Image 910 treadmill. The Image 910 combines state-of-the-art technology with innovative design to let you enjoy an excellent cardiovascular workout at your convenience, in the privacy of your home. Your exercise on the Image 910 will be enhanced by such features as a key-activated power switch, electronic speed and incline control, and a multi-function exercise monitor.

For your safety and benefit, read this manual carefully before using this equipment. If you have additional questions, please call our Customer Service Department toll-free at 1-800-999-3756, Monday through Friday, 6 a.m. until 6 p.m. Mountain Time (excluding holidays). In all communications regarding this product, please refer to your product model number and serial number. The model number is printed on the front cover of this manual. The serial number is recorded on a decal affixed to the product (see the drawing on the front cover for the location).

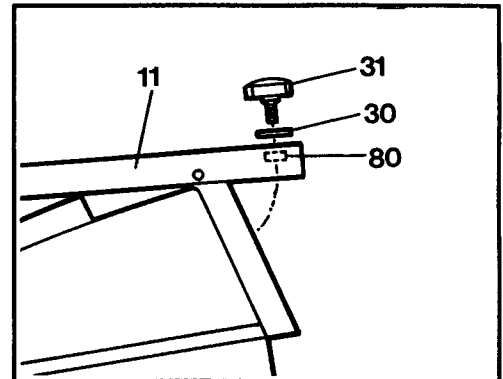
Before reading further, please review the drawing below and familiarize yourself with the parts labeled.



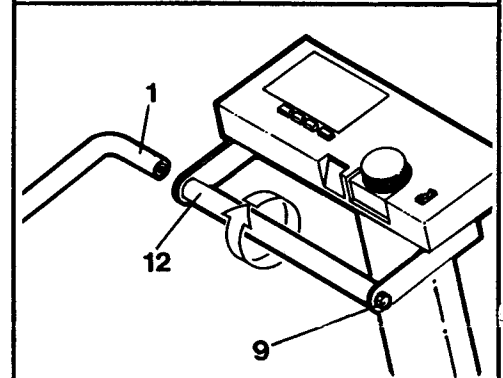
# ASSEMBLY

Set the treadmill in a cleared area and remove all packing materials. **Be sure that all parts are included before disposing of the packing materials.** Refer to the Part List and Exploded Drawing on pages 14 and 15 for help with part identification, if necessary.

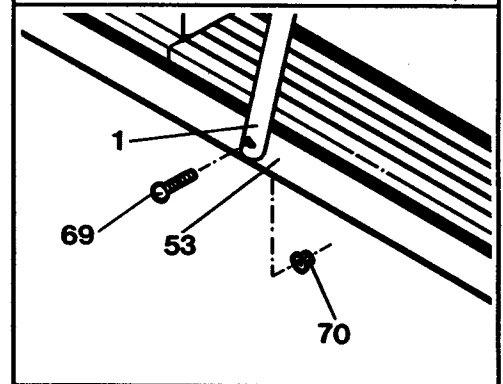
1. Insert the Lock Knob (31), with the Lock Knob Washer (30) into the Upright Post (11). Place the Upright Spacer (80) on the end of the Lock Knob. Hold the Spacer in place and raise the Upright Post to a vertical position, **being careful not to pinch your fingers.** Turn the Knob clockwise until it is almost tight. Leave a little play in the Upright Post for the following steps.



2. Align the upper end of the Side Rail (1) with the left end of the Handrail (12). Turn the Handrail in the direction shown to thread the Handrail into the Side Rail. (Note: If the Handrail will not turn easily, loosen the Handrail Bolt [9] slightly.) Tighten the Handrail and the Handrail Bolt.



3. Align the lower end of the Side Rail (1) with the hole in the side of the treadmill Frame (53). Insert the Side Rail Bolt (69) through the Side Rail and Frame. Reach under the Frame and thread the Side Rail Nut (70) onto the end of the Bolt. Tighten the Lock Knob (see step 1).



**Make sure that all parts are tightened securely before using the treadmill.**

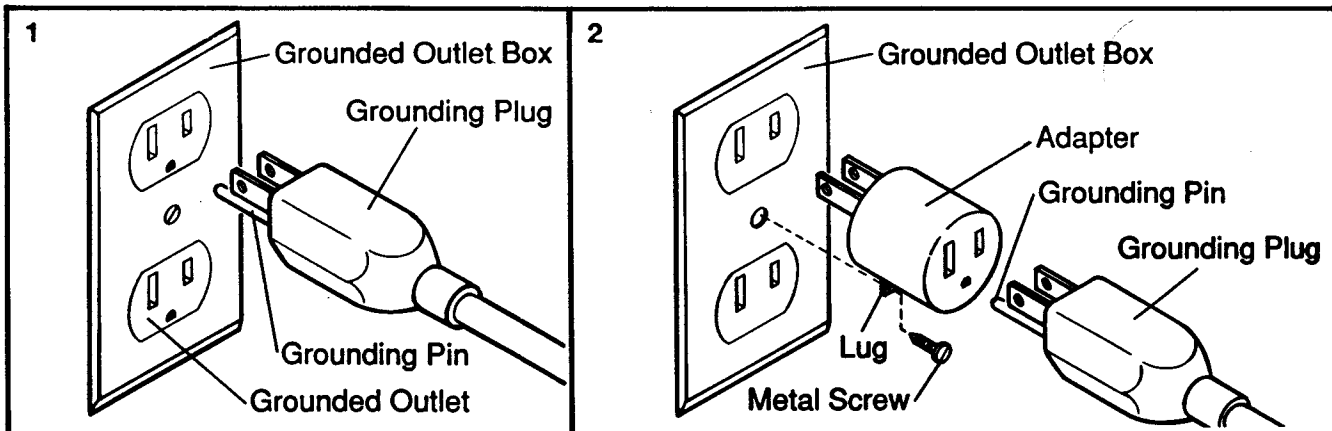
# OPERATION AND ADJUSTMENT

## GROUNDING INSTRUCTIONS

**This product must be grounded.** If it should malfunction or break down, grounding provides a path of least resistance for electric current to reduce the risk of electric shock. This product is equipped with a cord having an equipment-grounding conductor and a grounding plug. **The plug must be plugged into an appropriate outlet that is properly installed and grounded in accordance with all local codes and ordinances.**

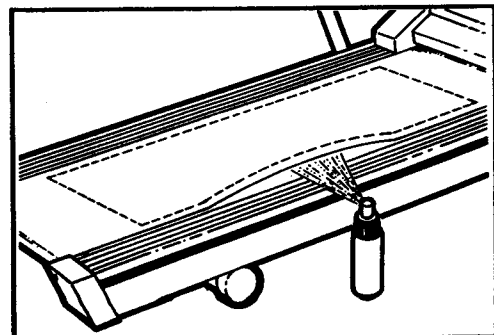
**DANGER:** Improper connection of the equipment-grounding conductor can result in a risk of electric shock. Check with a qualified electrician or serviceman if you are in doubt as to whether the product is properly grounded. Do not modify the plug provided with the product - if it will not fit the outlet, have a proper outlet installed by a qualified electrician.

This product is for use on a nominal 120-volt circuit, and has a grounding plug that looks like the plug illustrated in Drawing 1. A temporary adapter that looks like the adapter illustrated in Drawing 2 may be used to connect this plug to a 2-pole receptacle as shown in Drawing 2 if a properly grounded outlet is not available. The temporary adapter should be used only until a properly grounded outlet (Drawing 1) can be installed by a qualified electrician. The green colored rigid ear, lug, or the like extending from the adapter **must be connected to a permanent ground such as a properly grounded outlet box cover.** Whenever the adapter is used it **must be held in place by a metal screw.** **Some 2-pole receptacle outlet box covers are not grounded.** Contact a qualified electrician to determine if the outlet box cover is grounded before using an adapter.

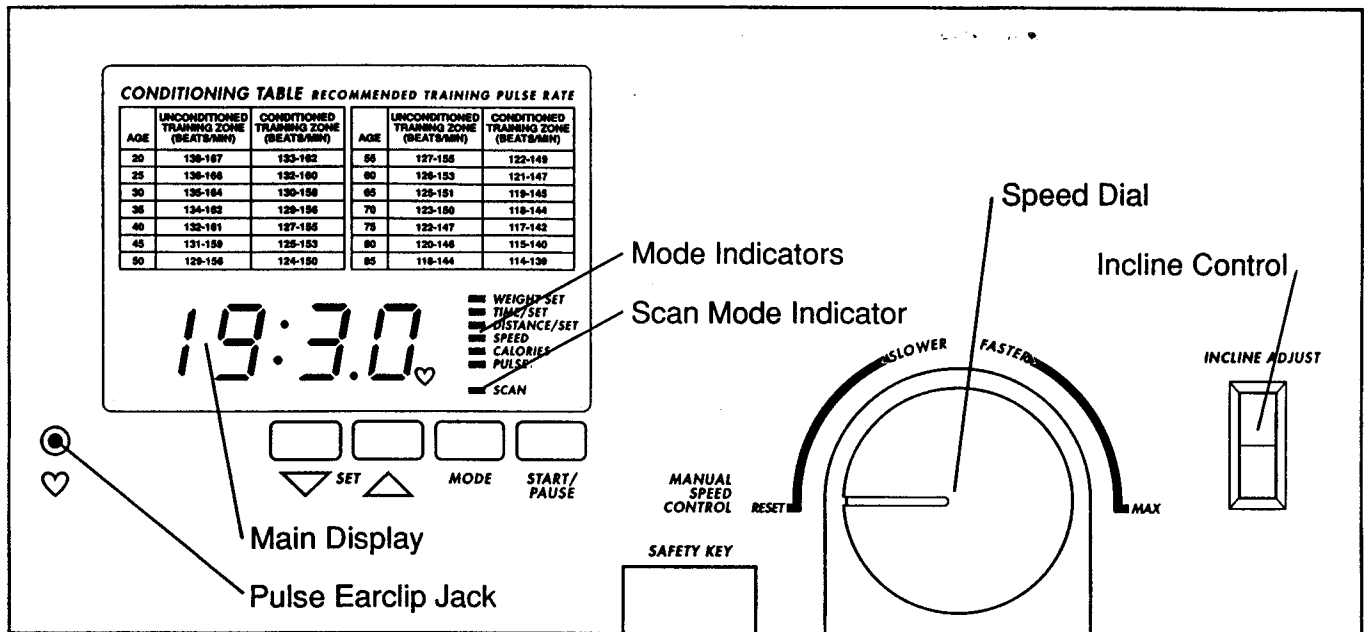


## SILICONE APPLICATION

To maintain the low-friction quality of the walking belt and reduce treadmill wear, a **non-oil, non-petroleum base silicone lubricant should be applied generously to the walking platform.** (Silicone lubricant is available at most hardware and automotive stores.) It is **very important to apply silicone lubricant before initial use of the treadmill.** Lubricant should also be applied after every 10 hours of use or whenever a decrease in performance is noticed. **Unplug the power cord, lift each side of the walking belt and apply the lubricant generously to the area indicated.**



## DIAGRAM OF THE CONSOLE



## DESCRIPTION OF THE CONTROLS

**SET BUTTONS-** These buttons are used to enter your weight into the console, and to set time and distance goals.

**MODE BUTTON-** This button is used to select monitor modes.

**START/PAUSE BUTTON-** This button is used to start and stop the console. The mode indicators will flash when the console is stopped.

**SPEED DIAL-** This dial is used to control the speed of the walking belt.

**INCLINE CONTROL-** This switch controls the incline of the treadmill.

## TURNING ON THE POWER

Stand on the foot rails of the treadmill. **Do not stand on the walking belt.** Attach the clip on the safety key to the waistband of your clothing. Insert the safety key into the slot in the front of the console. **WARNING: Always wear the clip when operating the treadmill. If you fall while exercising, the safety key will be pulled from the console, instantly turning off the power.**

## INCLINE ADJUSTMENT

To vary the intensity of your exercise, the incline of the treadmill can be changed, using the incline control on the right side of the console. To increase the incline, press the end of the switch farthest from you. To decrease the incline, press the end of the switch closest to you.

## CONTROLLING THE SPEED OF THE WALKING BELT

When the power is turned on, the console will be stopped and the walking belt will be stationary. To start the walking belt, first turn the speed dial to the reset position. Next, turn the dial clockwise until the walking belt begins to move at slow speed. Step carefully onto the walking belt and begin

exercising. Change the speed of the walking belt as desired by turning the dial. To stop the walking belt, turn the dial to the reset position. **IMPORTANT: Each time the walking belt is stopped, the speed dial must be turned to the reset position before the walking belt can be restarted.**

The walking belt can also be stopped by pressing the START/PAUSE button. This will stop the console. To start the walking belt after the console has been stopped, turn the speed dial to the reset position, press the START/PAUSE button, and then turn the dial clockwise until the walking belt begins to move.

## SELECTING MONITOR MODES

The console features seven different modes to monitor your exercise. When the power is turned on, the SCAN mode will be selected automatically. In the SCAN mode, the TIME, DISTANCE, SPEED, CALORIES and PULSE modes will all be displayed in a repeating cycle. (Note: The PULSE mode will be displayed only if the pulse earclip is worn [see PULSE below].) Individual modes can also be selected by pressing the MODE button. Indicators will light to show which mode has been selected. The seven modes are described below:

**SCAN:** This mode automatically displays all other modes, except WEIGHT, in a repeating cycle. Note: The PULSE mode will be displayed only if the pulse earclip is worn (see PULSE below).

**WEIGHT:** Before selecting the CALORIES mode, your weight should be entered into the console. Select the WEIGHT mode, and then press the SET buttons to enter your weight, in pounds. Each time one of the buttons is pressed, the weight displayed will change by 5 pounds. The buttons can be held down to enter your weight quickly.

**TIME:** This mode displays the elapsed time. This mode also allows a time goal to be set. To set a time goal, first select the TIME mode. (A goal cannot be set while the SCAN mode is selected.) Press the SET buttons to set the length of time you plan to exercise. Each time one of the buttons is pressed, the time displayed will change by 10 seconds. The buttons can be held down to set the length of time quickly. When the console is started, the time will be counted down. When no time remains, the console and the walking belt will stop.

**DISTANCE:** This mode displays the distance you have traveled. This mode also allows a distance goal to be set. To set a distance goal, first select the DISTANCE mode. (A goal cannot be set while the SCAN mode is selected.) Press the SET buttons to set the distance you plan to travel. Each time one of the buttons is pressed, the distance displayed will change by 0.1 mile. The buttons can be held down to set the distance quickly. The distance will be counted down as you exercise. When the goal is completed, the console and the walking belt will stop.

**SPEED:** This mode displays the speed of the walking belt.

**CALORIES:** This mode displays the number of Calories you have burned. For an accurate count, first select the WEIGHT mode, and enter your weight into the console.

**PULSE:** This mode displays your heart rate. Plug the pulse earclip into the jack on the console, and attach the earclip to your left ear lobe. Slide the clothes clip onto your collar to prevent excessive movement of the earclip wire. Note: If your heart rate is not displayed when this mode is selected, try rubbing your ear lobe and repositioning the earclip.

## TURNING OFF THE POWER

Stand on the foot rails. Remove the safety key from the console. **WARNING: Always remove the safety key when you finish exercising.** The key can be stored in a secure location to prevent unauthorized persons from turning on the power.

# MAINTENANCE AND TROUBLE-SHOOTING

Check all parts periodically to ensure that they are tightened securely. Outside surfaces of the treadmill can be cleaned using a damp cloth and mild, non-abrasive detergent. Do not allow liquids to come in contact with the console.

## WALKING BELT ADJUSTMENT

The walking belt should always be kept centered on the walking platform. If the belt shifts to the right or left sides of the platform, the belt may be damaged by the roller guard screws. The belt can be adjusted using the rear roller adjustment bolts and the allen wrench included. **CAUTION: ALWAYS TURN THE POWER OFF BEFORE ADJUSTING THE WALKING BELT.**

**IF THE WALKING BELT HAS SHIFTED TO THE LEFT: TURN THE POWER OFF.** Turn the left adjustment bolt clockwise, and the right adjustment bolt counterclockwise, 1/4 of a turn each. Turn the power on. Repeat as necessary until the belt is centered.

**IF THE WALKING BELT HAS SHIFTED TO THE RIGHT: TURN THE POWER OFF.** Turn the left adjustment bolt counterclockwise, and the right adjustment bolt clockwise, 1/4 of a turn each. Turn the power on. Repeat as necessary until the belt is centered.

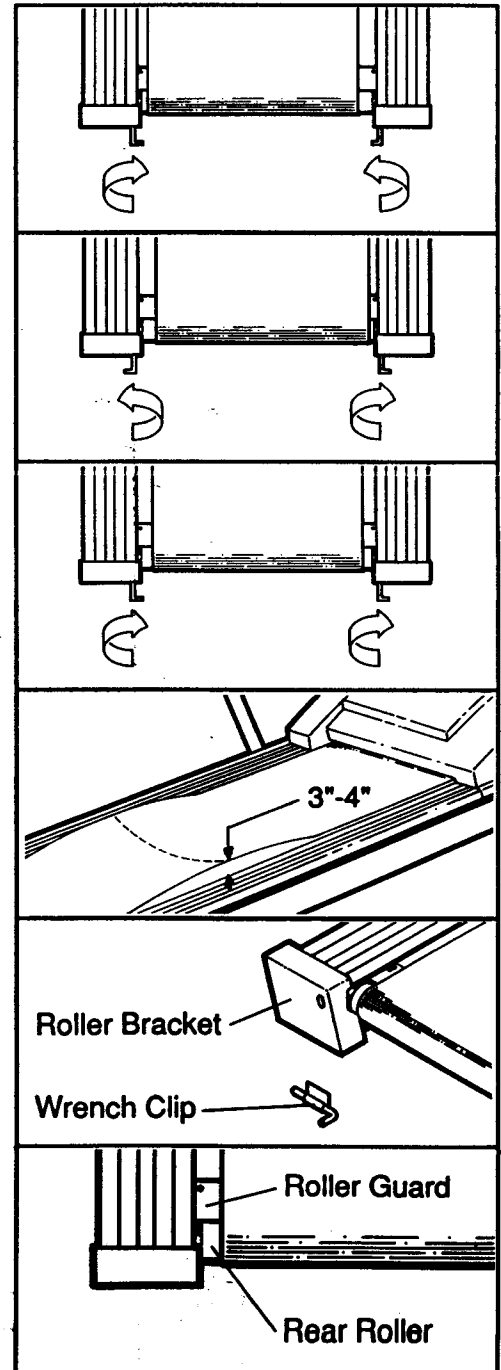
**IF THE WALKING BELT SLIPS DURING USE: TURN THE POWER OFF.** Turn both adjustment bolts clockwise 1/4 of a turn. Turn the power on. Repeat as necessary until the belt does not slip. Be careful not to overtighten the bolts. Overtightening can stretch the belt, cause excessive roller noise, and reduce motor performance.

To check the walking belt for proper tension, **TURN THE POWER OFF**, and lift the edges of the walking belt. You should be able to lift each edge 3-4 inches off the walking platform. The center of the belt should remain just at the surface of the platform.

The allen wrench can be stored conveniently on the self-adhesive wrench clip.

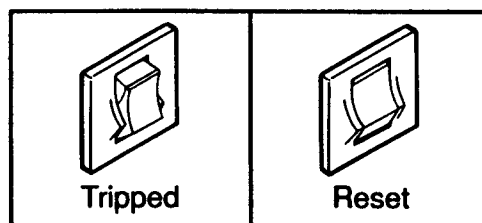
## ROLLER GUARD ADJUSTMENT

The rear edge of the roller guards should be 1/8 inch from touching the rear roller. To adjust the roller guards, loosen the screws in the roller guards, slide the roller guards forward or backward, and retighten the screws.



## CIRCUIT BREAKER

If the treadmill stops or will not start, check the circuit breaker located on the front of the frame near the power cord. The circuit breaker is designed to protect the electrical system. If the circuit breaker has tripped, the switch will protrude as shown. To reset the circuit breaker, allow the treadmill to cool for a few minutes and then push the switch back in.



## PULSE EARCLIP

If the pulse earclip does not function properly, the earclip should be cleaned. Press the earclip open, and wipe the small, clear circles inside using a cotton swab saturated with denatured alcohol.

## STORAGE

Always unplug the power cord when the treadmill is not in use. To convert the treadmill to the storage position, first remove the bolt and nut from the lower end of the side rail. Store the bolt and nut in a secure location. Remove the side rail from the handrail. Loosen the lock knob and lay the upright post on the treadmill.

# CONDITIONING GUIDELINES

The following guidelines will help you to plan and regulate your personal fitness program. Remember that adequate rest and good nutrition are essential to the success of any fitness program. **Before beginning this or any exercise program, consult your physician.**

## EXERCISE INTENSITY

To maximize the benefits of exercising, your level of exertion must exceed mild demands while falling short of causing breathlessness and fatigue. The proper level of exertion can be determined using the heart rate as a guide. For effective aerobic exercise, your heart rate must be maintained at a level between 70% and 85% of your maximum heart rate. This is your "training zone." You can determine your training zone by consulting the table below. Training zones are listed for both conditioned and unconditioned persons according to age. Use the column that is appropriate for you.

AGE	UNCONDITIONED TRAINING ZONE (BEATS/MIN)	CONDITIONED TRAINING ZONE (BEATS/MIN)	AGE	UNCONDITIONED TRAINING ZONE (BEATS/MIN)	CONDITIONED TRAINING ZONE (BEATS/MIN)
20	138-167	133-162	55	127-155	122-149
25	136-166	132-160	60	126-153	121-147
30	135-164	130-158	65	125-151	119-145
35	134-162	129-156	70	123-150	118-144
40	132-161	127-155	75	122-147	117-142
45	131-159	125-153	80	120-146	115-140
50	129-156	124-150	85	118-144	114-139

During the first few weeks of your exercise program, you should keep your heart rate near the low end of your training zone. Over the course of a few months, gradually increase your heart rate until it reaches the high end of your training zone. You can measure your heart rate and find the proper level of exercise intensity using the treadmill console. Exercise for at least four minutes, and then measure your heart rate using the pulse mode. If your heart rate is above your training zone, decrease your level of exertion. If your heart rate is too low, increase your level of exertion.

## WORKOUT PATTERN

Each workout should consist of 5 basic parts: 1. Resting, 2. Warming up, 3. Training Zone exercise, 4. Cooling down, 5. Resting. Warming up should be an important part of every workout, preparing the body for strenuous exercise by increasing circulation, delivering more oxygen to the muscles, and raising body temperature. 5-10 minutes of stretching can provide a good warm-up. After warming up, begin exercising with low intensity for a few minutes. Then increase the intensity of your exercise to raise your heart rate to your training zone for a period of 20-30 minutes. To aid circulation and help prevent soreness, finish your workout with 5-10 minutes of stretching or light exercise.

## EXERCISE FREQUENCY

To maintain or improve your condition, you must work out 2-3 times per week following the pattern described above. A day of rest between workouts is recommended. After several months of exercise, the number of workouts can be increased to 4-5 per week. The key to a successful program is **REGULAR** exercise.

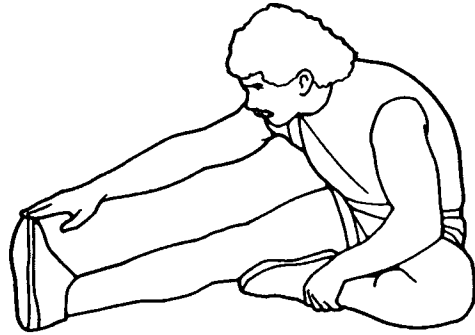
## SUGGESTED STRETCHES

The following stretches provide a good warm-up, or cool-down. Move slowly as you stretch-never bounce.

### HAMSTRING STRETCH

Sit with one leg extended. Bring the sole of the opposite foot toward you, resting it against the extended leg's inner thigh. Stretch toward your toe as far as possible, hold for 15 counts, then relax. Repeat three times for both legs.

Stretches: Hamstrings, lower back and groin.



### INNER THIGH STRETCH

Sit with the soles of your feet together and knees outward. Pull your feet as close into the groin area as possible. Hold for 15 counts, then relax. Repeat three times.

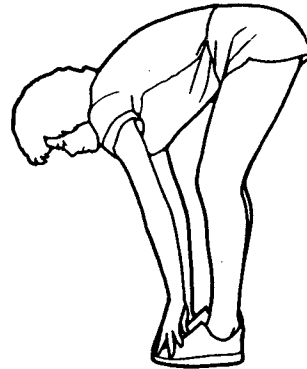
Stretches: Quadriceps, hip muscles.



### TOE TOUCHES

Standing with your knees bent slightly, slowly bend forward from the hips. Allow your back and shoulders to relax as you stretch toward your toes. Go as far as you can and hold for 15 counts, then relax. Repeat three times.

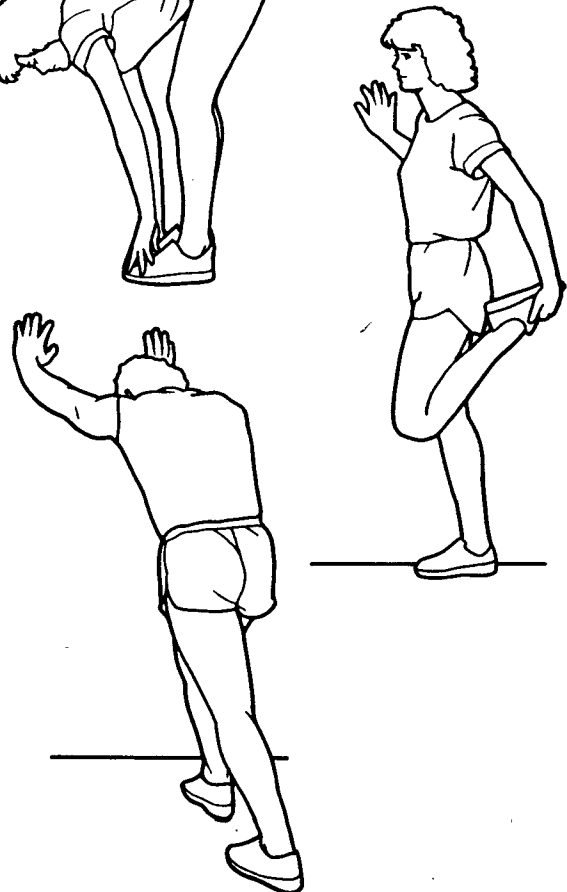
Stretches: Hamstrings, back of knees, back.



### QUADRICEPS STRETCH

With one hand against a wall for balance, reach behind you and grasp your foot. Bring your heel as close to your buttocks as possible. Hold for 15 counts, then relax. Repeat three times for both legs.

Stretches: Quadriceps, hip muscles.



### CALF/ACHILLES STRETCH

With one leg in front of the other, and arms forward, lean against a wall. Keep your back leg straight and back foot flat on the floor. Bend your front leg and lean forward, moving your hips toward the wall. Hold for 15 counts, then repeat on the other side. To cause further stretching of the achilles tendons, bend back leg as well.

Stretches: Calves, achilles tendons, and ankles.

# PART LIST- Model No. IM391010

Rev. 8/91

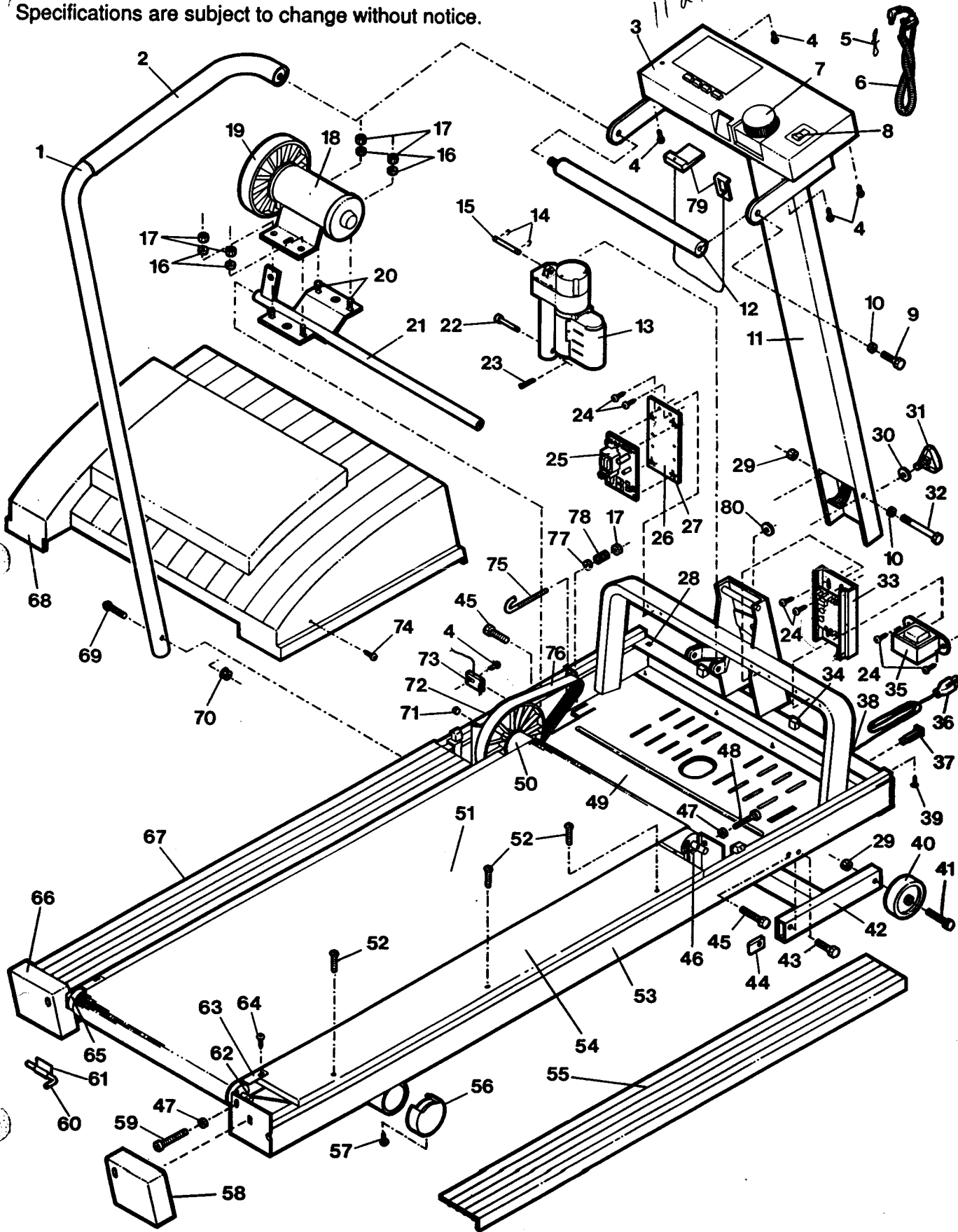
Key No.	Qty.	Description	Key No.	Qty.	Description
1	1	Side Rail/Foam	41	2	Front Wheel Bolt
2	2	Foam Handgrip	42	1	Incline Leg
3	1	Console	43	2	Incline Leg Bolt
4	5	Screw	44	2	U-Nut
5	1	Clothes Clip	45	2	Shaft Bolt
6	1	Pulse Earclip	46	1	Front Roller Spacer
7	1	Speed Dial	47	3	Adjustment Washer
8	1	Incline Switch/Wire	48	1	Front Roller Adjustment Bolt
9	1	Handrail Bolt	49	1	Safety Cover
10	3	Flat Washer	50	1	Front Roller/Pulley
11	1	Upright Post	51	1	Walking Belt
12	1	Handrail/Foam	52	6	Platform Screw
13	1	Incline Motor	53	1	Frame
14	2	E-Clip	54	1	Walking Platform
15	1	Upper Motor Pin	55	1	Right Foot Rail
16	4	Motor Mount Washer	56	2	Rear Leg Endcap
17	5	Motor Mount Nut	57	2	Rear Leg Screw
18	1	Motor	58	1	Right Endcap
19	1	Pulley/Flywheel/Fan	59	2	Rear Roller Adjustment Bolt
20	4	Motor Mount Bolt	60	1	Allen Wrench
21	1	Motor Mount Swivel Shaft	61	1	Wrench Clip
22	1	Lower Motor Pin	62	2	Rear Roller Spacer
23	1	Cotter Pin	63	2	Roller Guard
24	8	Small Screw	64	2	Guard Screw
25	1	Power Supply	65	1	Rear Roller
26	1	Mounting Plate	66	1	Left Endcap
27	4	Plastic Stand-off	67	1	Left Foot Rail
28	4	Wire Clip	68	1	Motor Hood/Decal
29	3	Lock Nut	69	1	Side Rail Bolt
30	1	Lock Knob Washer	70	1	Side Rail Nut
31	1	Lock Knob	71	1	Magnet
32	1	Pivot Bolt	72	1	Front Roller Insert
33	1	Controller	73	1	Reed Switch/Wire
34	4	Hood Anchor	74	4	Hood Screw
35	1	Choke	75	1	J-Bolt
36	1	Power Cord	76	1	Belt
37	1	Circuit Breaker	77	1	Tension Washer
38	1	Grommet	78	1	Tension Spring
39	12	Plastic Pin	79	1	Safety Key/Clip
40	2	Front Wheel	80	1	Upright Spacer
			#	1	Owner's Manual

Note: "\*" indicates a non-illustrated part. Specifications are subject to change without notice. See the back cover for information about ordering replacement parts.

# EXPLODED DRAWING- Model No. IM391010

Rev. 8/91

Specifications are subject to change without notice.



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# ORDERING REPLACEMENT PARTS

Replacement parts can be ordered conveniently by calling our Customer Service Department toll-free at 1-800-999-3756, during our business hours: Monday - Friday, 6 a.m. - 6 p.m. Mountain Time. When ordering parts, please be prepared to give the following information:

1. The MODEL NUMBER of the product (IM391010).
2. The NAME of the product (Image 910 treadmill).
3. The SERIAL NUMBER of the product (see the front cover of this manual).
4. The KEY NUMBER of the part(s) from page 14 of this manual.
5. The DESCRIPTION of the part(s) from page 14 of this manual.

If possible, place the treadmill near your telephone for easy reference when calling.