



**For Immediate Release**

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## **Groundbreaking vLink™ Racing Computer Data to Shed New Light on Ski Race Training at 4<sup>th</sup> Annual ICSS Conference**

**McMINNVILLE, Ore. – December 4, 2007** – Advanced Racing Computers, a company dedicated to applying proprietary technology to help athletes achieve optimum performance, announced today that CEO Richard Kirby will present a scientific paper showing breakthrough race training results using the vLink™ racing computer at the 4th International Congress on Science and Skiing (ICSS) in St. Christoph am Alberg, Austria (Dec. 14–20). The event marks the first formal presentation of vLink racing computer data, which provides unprecedented insight into new training techniques available to alpine ski racers based upon real-time, on-slope feedback.

The presentation, titled “Athlete Response to Using a Real-time Optical Navigation Feedback System,” will highlight research conducted with twelve elite junior alpine ski racers to measure the application of the vLink’s real-time audio feedback on performance. In the study, 83% of subjects stated instant feedback on the slopes definitely helped them better understand their carving skills; 60% stated that the feedback helped them improve their carving skills on the first day.



**vLink™ Racing Computer shown on ski**

“We developed and perfected this technology in conjunction with the U.S. National Ski Team over the past three years,” said vLink inventor Kirby, “now we are demonstrating the real-world benefits of the vLink as a training tool. We suspected the value of the vLink’s instantaneous feedback would be beyond compare for racers who have previously relied on delayed results of video or timing systems. Having the research – and the racers – validate this hypothesis with such a positive response is exciting. Now, we have a tool that could literally usher in a new era for our sport.”

The vLink racing computer precisely and instantly measures the movement of a racer’s skis across snow. The data is then used to generate real time feedback on the precise quality of the carved turn and the aerodynamics of the racer’s body position. In addition, the vLink racing computer provides average speed, maximum speed, distance and lateral displacement for each run, allowing racers and their coaches to experiment with tactics and techniques and then analyze their effects on skiing performance. Advanced Racing Computers is an official equipment supplier for the U.S. Ski Team, which is currently integrating the vLink racing computer into its sports science and training programs. Subsequent data from those activities, which leverage a customized, computer-based analysis program, is expected to add even more insight into racing tactics and techniques in the coming months.

The ICSS program offers a broad and interdisciplinary spectrum of current research work in Alpine and Nordic skiing and snowboarding, presented by internationally-known scientists and other experts. The event is organized by the Department of Sport Science and Kinesiology and the Christian Doppler Laboratory "Biomechanics in Skiing" of the University of Salzburg.

To purchase the vLink racing computer or for more information: **[www.advancedracingcomputers.com](http://www.advancedracingcomputers.com)**

For more information on the 4th International Congress on Science and Skiing: **[www.icss2007.at](http://www.icss2007.at)**