



## **Avidasports Installs at Harvard University - Crimson Aquatics**

**Harper Woods, MI – June 23, 2011** – Avidasports, LLC announced today that it would install its athletic telemetry system for swimming in Blodgett Pool at Harvard University for Crimson Aquatics, a nationally ranked USA Swimming Silver Medal program.

Tim Murphy, Head Coach of the Harvard Men and Crimson Aquatics, submitted, “Avidasports has developed an amazing technology that will allow our coaching staff and athletes to obtain immediate feedback on their performance during training. World 25k / USA 10k Open Water Champion Alex Meyer, Harvard Class of 2010, finds the feedback tremendously helpful. I believe this product has the opportunity to take swimming to a whole new level. We will use the system to enhance both our training and skill development of the athletes in our program. We are extremely excited to get started with the new technology.”

With the signing of Crimson Aquatics; Avidasports continues to add nationally ranked swim teams to their roster. Swimmers and coaches across the country are embracing the company’s patented, high-technology system called *AvidaMetrics*. The product wirelessly captures eight performance metrics on every swimmer and relays it to a poolside computer that provides real-time feedback to swimmers and coaches. Multiple athletes can be simultaneously tracked and communicated with during practice.

“Coach Murphy is looking to get the best out of his swimmers and Avidasports is pleased to help with that. The Harvard-Crimson Aquatics partnership offers a wonderful opportunity for Avidasports. This is a program driven by leadership, success, and teamwork,” said Avidasports President, Bruce J. Burton, “We are proud to have our breakthrough technology at Harvard University.”

Coach Murphy and Alex Meyer will represent the United States in open water swimming at the World Championships in Shanghai China in July. Alex will continue to train at Harvard’s Blodgett pool with the Avidasports system through 2012.

For more information on Avidasports visit [www.avidasports.com](http://www.avidasports.com). Media inquiries on Avidasports should be directed to Jennifer Dunn at [jdunn@avidasports.com](mailto:jdunn@avidasports.com) or 313-447-5670.