



Avidasports Installs at the University of Southern California

Los Angeles, CA – May 19, 2011 – Avidasports, LLC announced today that it has installed its athletic telemetry system for swimming at the University of Southern California.

“Avidasports brings to our program a very exciting product,” said University of Southern California Head Coach, Dave Salo, “the capabilities of this product are like nothing we have seen in our sport, the potential is enormous.”

Highly competitive swim teams and coaches across the country are embracing the company’s patented, high-technology system called *AvidaMetrics*. The product wirelessly captures eight performance metrics including speed, stroke count, stroke tempo, distance per stroke, length time, breakout time, kick count, and kick tempo. Multiple athletes can be simultaneously tracked and communicated with during practice.

“Coach Salo leads a program with high talent, integrity, and strong fundamentals,” said Avidasports President, Bruce J. Burton, “we know that Coach Salo will take our product to a whole new level. We are proud to have USC as a customer.”

The University of Southern California is the first school in the PAC-10 Conference to install the Avidasports technology.

For more information on Avidasports visit www.avidasports.com. Media inquiries on Avidasports should be directed to Jennifer Dunn, marketing manager at jdunn@avidasports.com or 313-447-5670.

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