



Avidasports Installs at the University of Tennessee

Knoxville, TN - May 9, 2011 – Avidasports, LLC unveils its revolutionary sports athletic telemetry “sensor” system for swimmers at the University of Tennessee where it will be used by the women’s swim program, it was announced today.

“This technology is a quantum leap for the world of swimming and we are very pleased to work with Head Coach Matt Kredich and his athletes – Tennessee is the first program in the SEC Conference to join this revolution in sports technology,” said President Bruce J. Burton of Avidasports. “The University of Tennessee coaches and swimmers have been absolutely fantastic to work with and we are excited to bring this technology to a swimming program of such integrity, pedigree and legacy of success.”

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 on every swimmer and relays it to a poolside computer. This helps to provide real-time feedback immediately to the swimmer and coach and allows for the coach to communicate with the swimmer while they are training.

“The Avidasports system will challenge the avenue and direction of coaching communication,” said Kredich. “This is the future of sports technology and it provides immediate information directly to the coach and athlete and allows the athlete to make changes in action.”

With *AvidaMetrics*, swimmers are equipped with personal electronics and coaches are armed with wireless computers. Information such as speed, stroke count, stroke tempo, distance per stroke, length time, breakout time, kick count, kick tempo and more can be measured and synchronized with audio. Multiple athletes can be simultaneously tracked and communicated with during practice. Improvement is ultimately achieved by using the full depth of the product during real time and post-workout analysis.

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