



University of California, Berkeley Men's Program Signs with Avidasports

Harper Woods, MI – August 17, 2011 – Avidasports, LLC announced today that it will install its athletic telemetry system for swimming at the nationally ranked men's program University of California, Berkeley.

University of California, Berkeley Head Coach Dave Durden submitted "Avidasports has developed an advanced technology that will allow our coaching staff and athletes to obtain immediate feedback on their performance during training. This product has the opportunity to elevate our training paradigm. We are excited to get started with the system this season."

Avidasports makes swimmers faster by developing neural reconditioning which increases performance by linking mindset and technique to results. Worn on the swimmer, wireless devices allow swimmers to hear real-time how they are performing each length. Further, the coach can communicate with each swimmer while watching six different performance metrics at one time on a laptop allowing the swimmer and the coach instantaneous feedback at any time during the training session. Swimmers who know exactly how they are swimming as it relates to length time, stroke count, tempo and other metrics make predictability and replication far easier on race day.

With the signing of University of California, Berkeley men's program; Avidasports continues to add nationally ranked swim teams to their roster. Avidasports President, Bruce J. Burton, shared, "we are thrilled that Coach Durden and the Berkeley men will integrate Avidasports into their program this season. Berkeley is great addition for us and we are proud to have their world class swimmers using our products."

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.

© 2011 Avidasports, LLC All rights reserved.
