



Bolles School Signs on with Avidasports

Harper Woods, MI – August 26, 2011 – Avidasports, LLC announced today that it will install its athletic telemetry system at the nationally ranked Bolles School swim program.

Bolles School Head Coach Sergio Lopez 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 Bolles, Avidasports continues to add nationally ranked swim teams to their roster. Avidasports President, Bruce J. Burton, shared “We are thrilled that Coach Lopez and his coaching staff will integrate Avidasports into their program this season. Bolles has a strong tradition of excellence and Coach Lopez is one of the smartest coaches in the sport today.”

Coach Lopez recently returned from the FINA Worlds Junior competition in Peru, Argentina. He was named USA Men’s coach for this year’s squad.

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