



UNITED STATES NAVAL ACADEMY SIGNS ON WITH AVIDASPORTS

Harper Woods, MI – September 6, 2011 – Avidasports, LLC announced today that it will install its athletic telemetry system at the United States Naval Academy in Annapolis, Maryland.

Navy Head Coach, Bill Roberts submitted: “Avidasports hit the market, and we felt that this was an opportunity to create a more efficient and exciting training environment for our athletes. We have always tried to place a great deal of time and emphasis on stroke count, stroke rate and distance per cycle. There is a lot of potential with this program which we are very excited to begin using 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 consistently during training make predictability and replication far easier on race day.

With the signing of Navy, Avidasports continues to add nationally ranked teams to their roster. Avidasports President, Bruce J. Burton, shared “we are thrilled that Navy will integrate Avidasports into their program this season. Navy has a strong tradition of discipline and excellence and I am confident Avidasports will help the Midshipmen learn to swim smarter and faster.”

Navy is the first program in the Patriot League to take advantage of this 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.

© 2011 Avidasports, LLC all rights reserved.
