



Avidasports Partners with Andover and Dexter High Schools

Harper Woods, MI – August 23, 2011 – Avidasports, LLC announces installations at two innovative leaders in Michigan high school swimming: Andover in Bloomfield Hills and Dexter, located outside Ann Arbor.

Dave Zulkiewski, Head Coach of Andover added, “I value the opportunity for my athletes to have length-by-length feedback, allowing them to learn more effective training habits. We feel very fortunate to be using the Avidasports technology.”

Cory Bergen, Dexter’s Head Coach is equally excited for his program saying, “Our program has built a tradition of success on hard work, now our ability to best connect challenging physical work with equally focused mental training will be a catalyst for faster improvement.”

Both of these high schools teams will be participating in the Avida University Program which Avidasports has developed to allow a handful of Metro Detroit swimming programs the experience using swimming’s most revolutionary technology. Several other Avida University Programs will be announced soon.

Andover and Dexter are now a part of other innovative and highly ranked swim programs across the country. Swimmers and coaches using the Avidasports solution are embracing the company’s patented, high-technology athletic telemetry system.

Avidasports makes swimmers faster by helping them swim smarter. During training each swimmer wears five wireless micro-computers and coaches are actively engaged with on-deck computers. Swimmers hear immediately how they are performing during each length. A coach can communicate with swimmers while watching six different performance metrics at one time (on a computer) allowing the swimmer and the coach instantaneous feedback at any time during training.

“We are proud to have visionary high school programs using Avidasports. We look forward to the success and improvement their swimmers will experience. These programs are driven by leadership, success, and teamwork,” said Avidasports President, Bruce J. Burton.

Coaches Bergen and Zulkiewski will make great strides with their respective teams using Avidasports. Avidasports gives swimmers a training edge and a mental edge that will take them to the next level of improvement and performance.

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