

**For Immediate Release**

Media Contact: Karamy Muessig  
Xposure Unlimited  
karamy@xposureunlimited.com  
503-750-9041

## **Advanced Racing Computers Introduces the vLink™ Racing Computer**

*New training technology for ski racers provides real-time performance data*

McMINNVILLE, Ore. – January 31, 2007 – Today, Advanced Racing Computers, a company dedicated to applying patented technology to help athletes achieve optimum performance, introduced the vLink™ racing computer. A breakthrough performance measurement tool, the vLink racing computer provides alpine ski racers with real-time feedback during training on the slopes.

“This release is a landmark for Advanced Racing Computers and the ski racing community,” said Richard Kirby, CEO of Advanced Racing Computers and inventor of the VLink. “The vLink racing computer is the culmination of dreams, inspired engineering, and the collaboration of elite racers, coaches, and sport scientists dedicated to advancing the ‘state of the arc’ in alpine ski racing.”

The vLink racing computer precisely measures the movement of a racer’s skis across snow and provides real-time audio feedback indicating the rate and direction of lateral displacement (slip) or acceleration/deceleration. Racers can use this data to perfect their carving technique and increase speed through turns. The computer also measures total distance skied and calculates average and top speeds for each run, allowing racers to correlate the effect of tightening or loosening their “lines” through gates on their times. The impact of varied snow conditions, use of wax, and other factors can also be evaluated.

Personal, exact, and instant data provided on the slope is invaluable to training ski racers, who have had to previously rely upon performance feedback from the course timing system, comments from coaches, and videos reviewed after leaving the ski hill. Unlike the vLink system, which takes 6500 optical measurements per second, other personal measurement technologies to-date have been too imprecise to be of value in analysis.

The vLink racing computer is the product of years of research and development. Its origins trace to Hewlett-Packard (HP) in the early 1990's and the invention of Optical Navigation Technology, first used in the optical computer mouse to measure the speed, distance and direction of a computer user's hand movements. Kirby, previously an engineer and business manager in HP's Grenoble, France office, received the company's approval to begin developing similar technology for use in competitive snow sports.

By 2002<sup>1</sup>, HP had provided Kirby with start-up funding to continue development under the name KSP Research. Over the next several years, KSP worked with major ski manufacturers and ski teams – U.S. Ski Team racers, coaches, and sports scientists, in particular – to develop and test prototypes. In 2006, Kirby and KSP joined forces with Andrews-Cooper Technology, a product engineering firm also spun off from HP, to form Advanced Racing Computers and bring the vLink racing computer to market.

The vLink system is comprised of four components: one optical technology pod for each ski (referred to as "shuttles"), a set of ear buds, and a small wireless remote control, which receives data, displays performance measurements and generates instant audible feedback on carving precision and velocity.

The vLink racing computer may be purchased directly from Advanced Racing Computers ([www.advancedracingcomputers.com](http://www.advancedracingcomputers.com)) at the retail list price of \$749.00 (including a one-year parts and labor warranty). Additional shuttle mounts can be ordered separately, (enabling the racer to use the system with multiple pairs of skis), and volume discounts on shuttle mounts are available to ski clubs.

### **About Advanced Racing Computers**

Advanced Racing Computers is a sports technology company based in McMinnville, Oregon. Formed as a product venture of Andrews-Cooper Technology, Inc. and KSP Research, LCC, Advanced Racing Computers is dedicated to the principle that a racer's ability to measure performance is essential to his or her ability to improve. For more information, please visit [www.advancedracingcomputers.com](http://www.advancedracingcomputers.com).

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