



CHANGING THE WAY THE WORLD VIEWS SPORTS

FAQ

How did IPICO Sports get started?

The founders of Mercury Sports Group/IPICO Sports are members of the Illinois Valley Striders, a Peoria-based running club. In 2001, the club considered buying a chip timing system for the events it produces—more than 100 events annually, including a Susan G. Komen Race for the Cure with 25,000 participants; the Steamboat Classic, a large international event; and the Illinois State High School Cross Country Championships. The club also hosts other collegiate and high school invitational and championship events as well as a variety of smaller events.

Initial inquiries to a large chip timing company were ignored; when a response finally came, the club experienced both “sticker shock” and “complexity shock.” The systems were too expensive and too complicated. As Chief Technical Officer Philip Lockwood began looking to an alternative using Radio Frequency Identification (RFID) technology, he found the unique dual frequency technology developed by IPICO Holdings in South Africa.

Who is IPICO Inc.?

Initially, IPICO Holdings was based in South Africa with subsidiary companies in Australia and China. IPICO was doing cutting-edge work in the research and development of RFID. In May 2006, the company was acquired by a Canadian group and became part of IPICO Inc., traded on the Canadian Stock Exchange.

IPICO’s primary focus is the development of RFID applications in Paper Reel, Explosives, Vehicle Identification, Supply Chain, Transportation and Logistics, and Asset Tracking. IPICO Inc. has signed a formal agreement with Mercury Sports Group, giving Mercury exclusive global rights to its technology for all sporting applications. Mercury will do business in sports as IPICO Sports, helping to brand the IPICO name globally through sports applications.

For more on IPICO Inc., visit www.ipico.com.

What’s the difference between Mercury Sports Group and IPICO Sports?

Our company is an ILLINOIS C Corporation registered as Mercury Sports Group; however under the terms of the agreement with IPICO Inc., we do business as IPICO Sports.

What was the guiding philosophy behind the development of the IPICO Sports system?

We have always maintained a simple philosophy and mantra—delivering a product that is:

- Simpler to Use
- Affordable
- More Effective

Where are you based?

IPICO Sports is based in Peoria, Ill., USA, with offices in Boulder, Colo., USA; and Valence, France. In addition, we have key personnel covering all parts of the world.

What is your target market?

We’re focused on serving all active sports and fitness/wellness activities globally at every level—from training through competition. In particular, we want to provide solutions to all the unserved and under-served organizations that would like to use technology to measure athletic performance, but are unable to do so because of the expense of other systems.

What are the key advantages of IPICO Sports products?

Our applications are developed to offer high reliability, low-cost products that are ideally suited for sports. We focus on delivering added value, so in addition to data capture through RFID, we also are making a large investment in the information management, communications and integration of the entire system.

Our unique Dual Frequency RFID technology IP-X has superior performance for applications where tagged objects are in a high liquid, metallic or carbon content (e.g., the human body and animals).

We offer proven Device, Integration and Management Interface (DIMI) Middleware for reader management, and data integrity for enterprise applications.

What does everything cost?

Contact us for a price sheet, but we’re typically a third the cost of other providers.

Can you provide customized tags?

Yes—for volumes over 10,000.

IPICO SPORTS DELIVERS

Simple affordable solutions

Faster and easier access

Reliable, accurate data

Industry expertise

Global product support

ABOUT IPICO SPORTS

At IPICO Sports, we combine years of sports management experience with innovative technologies to help sport and event providers improve the level of services they offer to athletes, spectators, the media, commentators and other participants. We use the latest Radio Frequency Identification (RFID) technology in conjunction with information management and communication tools to design custom solutions that capture, manage and distribute results in the active sports, wellness and recreation markets.

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IPICO Sports
Sportag

Can you help design the best system to suit our needs?

Absolutely. Please refer to the system information found in the Our System section of our web site, or call us for expert consultation on suggested set-up options designed to meet your organization's needs.

Who else is using the IPICO Sports system?

IPICO Sports is a global company. Our initial customers include major events worldwide, including the USA National Cross-Country Championships and World Cross-Country Team Trials in February 2007, and the 48,000-person BolderBOULDER in May 2007. We will continue to add to our user list as we penetrate the sports market.

What about support and service?

We have a strong service and support system in place.

How reliable is this system?

Very reliable. This same technology is used in homeland defense, tracking of explosives and in vehicle identification. The unique nature of our Dual Frequency system makes it ideal for tracking humans and for a variety of sporting applications with 100 percent accuracy.

What about software?

We have developed interfaces with the leading off-the-shelf proprietary timing/scoring systems. For example, if a running club uses RunScore, ElfScore or Race Director, it is easy for them to use our system. We have also created our own easy-to-use software system.

What are the networking capabilities?

The system will support all networking requirements currently in existence.

Are back-up timing mats necessary?

As with all timing systems, the only reason for a back-up system is in the case of some unforeseen catastrophe, such as unexpected power loss. So an independently functioning back-up system is a prudent strategy for larger events.

Are the tags owned by the timer?

Yes. There is no limitation on the number of tags and systems you can own.

What are the battery back-up duration/options?

The system uses a simple 12v battery. The on-board batteries are designed to last four hours, and the Elite Reader has an LED to display the voltage. Once it falls below 11.5v, it issues an audible signal to warn the user to switch out the battery power. The option for mains power is also available.

What are the support services and warranty?

We provide a warranty on equipment, and a support department to answer your questions.

What are the equipment training requirements?

Everything was designed to be simple to use and very much "plug and play." We supply materials to train people how to use the equipment, and support personnel are available for on-site training for a fee. Training also will be provided regionally around the world.

What are the equipment/tag rental options?

The cost of the IPICO Sportag makes it possible for customers to own enough tags to do an event. For regular customers, we may consider a rental option for a limited number of tags. For example, if a customer owned 5,000 tags, but needed a total of 6,000 for a large event, we would consider renting them additional 1,000.

Will the products be available to anyone in a geographic area?

Yes.

Are you considering independent territory sales and/or support representation?

Each region and each situation are different. In some cases we will work with an exclusive distributor or representative. But we do not intend to limit sales nor create a bottleneck for distribution of products.

Can you explain the terminology?

Initially we have a system using tags, and later we will offer some transponders. A "tag" is a passive device containing a chip. A "chip" is the microchip inside a tag. A "transponder" is an active device containing a battery power source.

How does it work?

The system is very simple. The tag contains a microchip and two antenna loops—one to "wake-up" the tag and the other to send its signal. When the tag comes into contact with the antenna mat, it wakes up and starts sending its unique signal again and again to the reader.

