



We know the active sports industry inside and out—and we’re passionate about improving it. That’s why we’ve turned a high-tech, innovative timing and tracking system into a low-cost, simple solution that instantly captures, manages and communicates meaningful performance data.

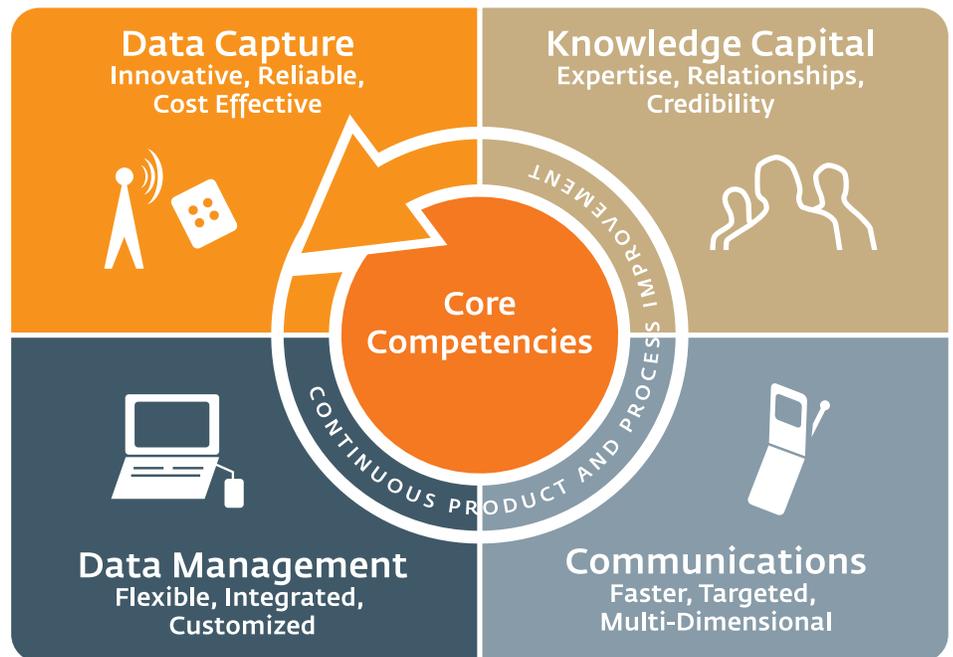
**IPICO SPORTS DELIVERS**

- Simple affordable solutions
- Faster and easier access
- Reliable, accurate data
- Industry expertise
- Global product support

We deliver a better experience for everyone. Spectators, athletes, participants, supporters, coaches, trainers, event organizers and sponsors have unrivaled access to unlimited information. From schools and health clubs to elite global events—IPICO Sports is changing the way the world views sports.

**Data Capture**

Capturing data is always a challenge; doing it in a race environment can be even more difficult. Tags and readers must perform while dealing with motion, distance, crowding, and a variety of materials and spectrums. IPICO Sports tracking and timing hardware is simple and easy to use, while offering performance advantages over alternative technologies when dealing with challenging environments. The IPICO IP-X™ Dual Frequency RFID platform overcomes the limitations experienced by conventional Reader-Talk-First protocols in these environments.



- Tags and readers on the IP-X platform are optimized to work together for maximum performance.
- Dual Frequency readers reduce or eliminate signal loss and reader collision.

- Magnetic coupling between the readers and tags means virtually no interference problems from human bodies, fluids, and even some kinds of metals.

- Our IP-X non-modulating readers can share the same frequency band, enabling IPICO technology to operate at full potential in most countries with as little as 200 kHz to 2 MHz bandwidth—eliminating spectrum issues.

IPICO SPORTS DEVELOPS AND  
MARKETS SOLUTION FOR:

**Running:**

marathons  
road races of all sizes  
cross-country  
track  
running clubs

**Cycling:**

single-day and multi-stage  
mountain biking  
road racing  
cyclocross

**Multi-sport:**

triathlon  
duathlon

**Nordic:**

cross-country skiing  
snowshoe racing  
biathlon

**Other**

orienteering  
in-line skating  
fitness centers  
community trails



IPICO Sports  
Sportag

**Data Management**

Collecting data is only the beginning; it's what you do with that data that makes a difference. IPICO Sports delivers information in a format that's the most meaningful to each audience—race directors, spectators, athletes, coaches, the media and more. Our software solutions are customized—so you get to choose the way your data is handled. We'll help you manage volumes of information, turn it into accurate, meaningful performance data, and present it in the format that is most useable to you and your variety of audiences.



**Communications**

IPICO Sports' turnkey timing and tracking solutions not only collect and manage performance data, but also instantly communicate detailed results to spectators, the media and the athletes themselves. Our system offers more and better access to information in a variety of formats, like friendly interfaces via computer, display boards, text messages to cell phones, Web sites and more. Race announcers have immediate access to split times, up-to-the-minute team standings and other athlete information so they can provide a more enjoyable experience for spectators. Event planners can provide finish-line kiosks that give participants instant results as they cross the finish line. Or athletes can set up personal databases that hold results from all events timed and tracked by IPICO Sports.



**Knowledge Capital**

Partnering with IPICO Sports gives you access to an unsurpassed wealth of knowledge. IPICO is a cutting-edge RFID solutions provider with operations around the world. And the leaders of IPICO Sports have years of experience in the active sports industry. They are race directors, commentators, athletes and race consultants with backgrounds in electronic design and manufacturing, telecommunications equipment, information technology and software development. Their expertise in all these areas allows IPICO Sports to offer integrated, customized, start-to-finish solutions.



**BENEFITS FOR EVERYONE**

IPICO Sports offers turnkey timing and tracking solutions—from data capture to customized management and real-time results communicated in a variety of ways. But one of the greatest benefits to these solutions is the fact that they are not just designed for world-class events. At a third of the price of other systems, IPICO Sports puts the latest technology in reach of everyone—from schools to training groups to health clubs. And high-tech doesn't mean complex. The systems are simple to transport and set up and easy to use.



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