



CHANGING THE WAY THE WORLD VIEWS SPORTS

IPICO SPORTS TIMES – FOURTH QUARTER 2011

CONGRATULATIONS TO FLASH RESULTS!

IPICO Sports Customer selected to time 2012 U.S. Olympic Marathon Trials

The United States Olympic Committee recently selected Flash Results as the **Official Timing Provider for the 2012 U.S. Olympic Trials Marathons**. Flash Results, an IPICO Sports customer since 2009, will deploy IPICO Sports Elite Reader Systems at each 5 kilometer location throughout the multi-loop marathon course. They will utilize the Finish Lynx/IPICO Sports Triad solution at the Finish Line to verify all Olympic Trials Finishers. Flash Results is responsible for streaming data in real-time to the NBC's Television Graphics System, the Commentator Information

Systems, and to the Internet. IPICO Sports will provide Custom Tags for the event.

The 2012 U.S. Olympic Marathon Trials will be held in Houston, Texas, January 14, 2012. The races will determine the three men and three women who will represent the United States in the marathon at the 2012 Olympic Games in London.

A key reason for the selection of Flash Results was their experience working with NBC and live television broadcasts.

Cody Branch is the Operations Director and Event Manager for Flash Results, and he served as



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www.ipicosports.com

OR

www.facebook.com/pages/Ipico-Sports

Head Timer for the 2008 U.S. Olympic Track and Field Trials. He has great confidence in the IPICO Sports systems. "The tag read reliability of IPICO Sports is outstanding and, in part, is why we were selected to time the 2012 Olympic Trials Marathon," states Cody Branch.

Flash Results welcomes IPICO Sports customers to assist and/or observe the timing operations in action at the 2012 U.S. Olympic Marathon Trials. IPICO Sports will provide more details in the next newsletter.





OLYMPIC TRIALS MARATHON HOUSTON TEXAS

Saturday, January 14, 2012, 8:00 a.m.



The men and women will start at 8:00 a.m. on Avenida de las Americas in between the George R. Brown Convention Center and Discovery Green Park in downtown Houston. Qualifiers will run counterclockwise completing a 2.2-mile loop from McKinney to Smith to Bell to Louisiana to Lamar and then north on Avenida de las Americas back toward the start line. The men and women will then run the eight-mile loop route counterclockwise three times to complete the 26.2-mile marathon which concludes at the finish line in between McKinney and Lamar on Avenida de las Americas.

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FLASH RESULTS - CODY BRANCH

Premier sports timing company led by the “Whiz Kid”

Company Background

Flash Results was formed in 1992. In addition to serving as the Official Timer for the U.S. Olympic Track and Field Trials in 2000, 2004, and 2008; they have provided timing services to a list of premiere events around the globe (see chart).

Flash Results prides themselves on the use of backup systems and multiple independent networks. They have developed

a wealth of experience working with live television broadcasts. They have the ability to customize scoring layouts and options based on their clients' needs. Flash Results has a large inventory of scoreboards, and they're now taking these to cross country meets and road races.

Flash Results purchased the very first FinishLynx Photofinish Camera, and they serve as the

“Official Service Provider for Lynx System Developers, Inc.”

Cody Branch – the “Whiz Kid”

When IPICO Sports began working with Lynx System Developers in 2008, Giles Norton their Marketing Director said, “You guys need to connect with Cody Branch with Flash Results. He’s a Whiz Kid and he can figure out ways to make anything work!”



Principals:

Tom Jennings, President
Roger Jennings, Technical Director/Logistics
Cody Branch, Operations Director/Event Manager
Scott Chadez, Event Manager/Operations
Scott Dannen, Sales/Operations
Ryan Jank, Sales/Operations

Locations:

Mooresville, North Carolina
Fayetteville, Arkansas

Founded: **1992**

Number of Employees: **6 Full-time and numerous Contractors**

Number of IPICO Sports Systems: **10 Elite Readers And 2 Lite Readers**

At the age of 13, Cody Branch became a timer by accident. While waiting to participate in a high school track meet, his coach asked Cody to help in the Press Box. His instructions were simple yet vague. "Help these guys out," his coach said.

Cody was simply expected to run errands for the officials. One of the officials jokingly said, "Hey kid, can you figure out how to make the scoreboard work?"

"I know he was just kidding, but I picked up the user manual and got the scoreboard working," stated Cody proudly.

That official later became an employee of Flash Results, and he soon asked Cody to become a

contracted timer. A couple of years later, at the age of 21, Cody served as the Head Timer for the 2008 U.S. Olympic Track and Field Trials.

"While others my age were stuck in college, I was flying around the country timing track meets," Cody says with a laugh. Cody was comfortable with the technology, but he was a novice with his understanding of the rules. "I was lucky that many of the USATF officials took me seriously. I'm thankful for the great support I received from Bob Podkaminer," Cody said. (Editor's note: Bob Podkaminer is the Secretary/Rules Editor for the Track and Field Committee of USATF, a U.S. Olympic Trials Referee, a member of the IAAF Technical Officials Subcommittee and a pioneer in the automation

of track meets.)

After using FinishLynx to time a few cross country meets, Cody started pushing Flash Results to purchase a "chip" timing system. Under Cody's leadership, Flash Results quickly adopted IPICO Sports systems. Flash Results has been able to leverage their relationships with major U.S. universities to introduce IPICO Sports systems to major cross country events. Flash Results was also one of the first IPICO Sports timers to use the integrated FinishLynx/IPICO Sports Triad solution.

www.finishlynx.com/sports/athletics/case_studies/

"With the Lynx/IPICO Interface, it was the only way to go for streamlining the results data for cross country events," says Cody. Cody cites Flash



Results' reasons for selecting IPICO Sports, "The major factors when looking for an electronic timing system are reliability and consistency. We tested numerous types of RFID Technology, but in the end decided IPICO was the most reliable and consistent. We also liked the ability to reuse the tags unlike some other systems where the tags are disposable. It allows us to provide services to events without spending an extra dollar an athlete on a tag that gets disposed of after the event."

As you might expect, Cody was quick to learn how to use IPICO Sports systems. Of this Cody said, "Honestly, I just read the manuals and then ran a number of test events when we

first received the IPICO Sports systems. The best thing to do is try things out, and to learn everything you can about the

"We tested numerous types of RFID Technology, but in the end decided IPICO was the most reliable and consistent."

Cody Branch, Flash Results

equipment you are going to use. That is the key to success. I can't tell you how many test events I've run in my life trying out new scoring options or display options but I know that for the first few months the floors in my apartment were carpeted with IPICO timing mats!"

Flash Results is now venturing into timing road racing events. In 2010, Cody was the timer for the California International Marathon.

"As a timer, I've only been

nervous a couple of times," jokes Cody. "The first time was at the Pre Classic when I heard the NBC producer say 'we're now live', and the second time was at the Cal International Marathon. I had never timed that many people before."

In 2012, Cody has a big year ahead him. He is the Head Timer for the 2012 U.S. Olympic Marathon Trials, and he expects to serve in the same position at the 2012 U.S. Olympic Track and Field Trials. Give him a challenge, and Cody Branch will figure out how to make it work. After all, he is the "Whiz Kid"!

For more about Flash Results, visit: www.flashresults.com

Flash Results Major Event Portfolio

U.S. Olympic Track and Field Team Trials	2000, 2004, 2008	Other Major Events
		NJCAA Championships
		NAIA Championships
USATF National Championships		WMA World Veterans Championships
Cross Country	1 year	USATF Masters National Championships
Indoor Track & Field	16 years	USATF Indoor Combined Championships
Outdoor Track & Field	16 years	USATF Youth Championships
NCAA Division I Championships		USATF Jr. Championships
Cross Country	4 years	USATF Jr. Olympic XC Championships
Indoor Track & Field	17 years	USATF Jr. Olympic Championships
Outdoor Track & Field	17 years	AAU Jr. Olympic Championships
NCAA Division II Championships		U.S. National State Games
Cross Country	3 years	ICF World Flatwater Championships
Indoor Track & Field	17 years	
Outdoor Track & Field	18 years	

IPICO SPORTS ANNOUNCES REGIONAL USER GROUP MEETINGS

Growing global footprint drives regional business and technology forums



IPICO Sports has scheduled a series of Regional User Group Meetings to be conducted over the next 6 months.

“Given our growing global footprint in over 40 countries, we’re sensitive to hosting these meetings near our user base,” states Gordon Westwater, President and CEO. “We’re ready to share our plans for aggressive growth, and we want our current

customers to hear this message directly. We also intend for these meetings to be very interactive.”

The tentative agenda for the IPICO Sports Regional User Group Meetings includes:

- IPICO Sports Business Update
- IPICO Sports Dual Frequency Technology Overview
- IPICO Sports Product Roadmap-Readers, Antennae and Tags
- Promoting IPICO Sports Custom Tags
- Customer Best Practices and Lessons Learned

IPICO Sports Regional User Group Meetings Schedule:

Europe – November 14 through 16, 2011, in London, England.

North America – January 11 through 13, 2012, in Houston, Texas (prior to the 2012 U.S. Olympic Marathon Trials on January 14, 2012).

Asia and Pacific Rim – February 27 through 28, 2012, in Tokyo, Japan (following 2012 Tokyo Marathon on February 26).

South America – to be scheduled for early 2012.

For more information, please contact the IPICO Sports Sales Team: sales@ipicosports.com

IPICO SPORTS ROAD SHOW

IPICO Sports to exhibit at major running trade shows in the U.S.

IPICO Sports will be exhibiting at several trade shows over the next several months. These trade shows will provide great opportunities for our team to meet current and potential customers face-to-face.

relations and event marketing professionals, media, and exhibitors with an interest in the road running marketplace.

Race officials will have a chance to “shop” for all their needs at the two-day Race Directors’ Trade Exhibit. The show provides a very efficient way to see what’s new for race directors and running clubs.



Road Race Management

Race Directors Meeting and Trade Exhibit – November 10 through 12, 2011, Hollywood Beach, Florida

www.rrm.com/rdm/rdm.htm

This event caters to race directors, officials of races of all sizes, sponsors, agents, public



The Running Event –

December 7 through 10, 2011, Austin, Texas

www.therunningevent.com

Hosted by the Independent Running Retailers Association, The Running Event is the premiere conference and expo for running specialty retailers in the United States. Virtually every major running related product manufacturer will be represented at this trade show – from footwear, to apparel, to accessories, and yes, to sports timing systems.



Running USA –

January 15 through 17, 2012, Houston, Texas

www.runningusa.org

Running USA was created to improve the status of road racing in the United States through collective marketing and promotions, services to runners

and events as well as the development of American world class stars. As a trade organization, Running USA hosts its annual conference attracting

race directors, officials of races of all sizes, sponsors, agents, public relations and event marketing professionals, media, and running product manufacturers.

MEET THE IPICO SPORTS TEAM: BOBBY KHOURY

Logistics Coordinator responsible for shipping products takes his job very seriously

IPICO Sports is pleased to introduce Bobby Khoury, our Logistics Coordinator. He is responsible for coordinating the shipments of IPICO Sports products all around the world.

Bobby joined IPICO Sports in April 1, 2009 (no fooling!). After an early career in media and video productions, he was looking for a change of pace and new challenge. With no prior logistics experience, Bobby is now an expert with packaging, billing, inventory management, and all of the details of global shipping.

Bobby has also quickly learned to appreciate sports timing and active sports. "What we provide are tools to enhance an experience - especially those participating in active sports events for the first time. I appreciate the sense of accomplishment for these participants," says Bobby. "Similarly, I'm a very goal-

oriented person, and I like to focus on what needs to get done. Hopefully our customers enjoy our products and my services. I thoroughly enjoy interacting with our customers. I especially like building relationships with them!"

In his spare time, Bobby enjoys time with his wife and three children. He's also involved with his family's pizza business and supports local non-profit organizations. For several years, he has been involved with the St.

Jude Runs, a fund-raising event for children's cancer research and treatment.

Whether it's managing IPICO Sports logistics, raising his family, or volunteering with local events and organizations; Bobby takes everything he does seriously. That said, everyone in the IPICO Sports' office appreciates Bobby's dry, witty sense of humor.

To contact Bobby, email:

bkhoury@ipicosports.com



IPICO SPORTS CUSTOMER LOYALTY PROGRAM

Earn IPICO Sports Reward\$ with the referral of each new customer sale

The IPICO Sports announces a September Special. For each IPICO Sports Elite Reader Bundle (Elite Reader; Mains Power Supply; and 2 – 5 Meter Antenna Mats or 4 – 2.5 Meter Antenna Mats) purchased by September 30, 2011, customers will receive 500 free IPICO Sports Tags and a free USB Registration Reader (\$1700 value).

To order, please contact: sales@ipicosports.com or call: +1-309-672-6442



IPICO Sports' next-generation tracking and timing solutions are developed by IPICO Inc. IPICO has succeeded in the RFID sports market due to its unique technology based on the IP-X™ RFID Air-interface Communication Protocol. This technology was developed to overcome the limitations faced by conventional Reader-Talk-First (RTF) protocols in the market. In addition, the patented Dual Frequency technology eliminates signal loss and tag read collision. The Dual Frequency technology works especially well for objects high in liquid, carbon and electronic content, such as the human body. The complimentary superiority of these technologies provides the ability to read multiple tags while dealing with motion, distance, crowding, demanding environmental conditions and a variety of materials – all variables commonly found at many sports activities. Since an initial market introduction in March 2007, IPICO Sports systems are now used in over forty (40) countries, and continue to develop and grow a loyal following throughout the globe. IPICO Inc. is a Brookfield company.

