



**IPICO  
SPORTS**

**CHANGING THE WAY THE  
WORLD VIEWS SPORTS**

## IPICO Sports wows spectators at National Cross Country Championships

**BOULDER, COLO., U.S.A.**—Peoria, Ill.-based IPICO Sports Systems successfully timed and managed the U.S.A. National Cross Country Championships and World Cross Country Team Trials on Feb., 10, 2007.

IPICO Sports provided real-time split times at each kilometer location for all six of the National Championship races held on the City of Boulder's Flatirons Golf Course. For example, participants in the Open Men's Championship 12 km race were provided with 11 split times for each kilometer in addition to their finish times. This detailed data allows athletes and coaches to analyze performances after the event.

The spectators were the real winners, however IPICO Sports made it possible for the estimated crowd of over 10,000 people to get instant updates from the event announcer.



Left: Runners cross the IPICO Sports mats at the 2km location. Right: Eight-time champion Deena Kastor crosses the finish line. Photos: Victor Sailer, Photo Run

Global running aficionado Brendan Reilly said he enjoyed this event more than the 2006 IAAF World Cross Country Championships in Fukuoka, Japan. "It was terrific," the Boulder resident said. "We were getting instant updates and information, which kept the spectators engaged. The steady stream of split times and time gaps among the leading runners in each of the races helped boost the excitement."

U.S.A. Track & Field President Bill Roe agreed. "The added asset of having real-time enroute results available to the race announcing team gave spectators great information, and really added to the involvement in, and experience and enjoyment of the event for all present."

Boulder resident Mark Plaatjes, 1993 IAAF World Marathon Champion and now a successful coach, appreciated the fan support. "We were running around the 2 km loop and people were so excited about and interested in the races," he said. "Because of the information provided by IPICO Sports, fans were instantly engaged in all of the races."

"Even though distance running is in large part about the numbers, our ability to share that information is still in the Stone Age. Can you imagine a golf tournament not displaying its leaderboard scores? Well, that is exactly the situation plaguing our sport. But IPICO Sports seems to have the first system that is getting this information out to announcers and viewers in a real-time fashion."—Brendan Reilly, global running aficionado

### 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.

ipicosports.com **w**  
+1 309.672.6442 **p**

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