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### Rugby World Cup finalists rely on Sydney technology

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2007 Rugby World Cup champions South Africa has gone all the way in France with the help of sports analysis technology developed in Sydney.

Sports analysis technology developed by Northern Beaches company Sportstec helped both the Springboks and England make it to the RWC final.

Sportstec's 'Sportstec' system uses video cameras and sophisticated software to allow coaching staff to closely analyse and tweak team and player performances.

In fact, 13 out of the 20 teams competing in the 2007 Rugby World Cup used Sportstec's products.

Tragically, England used the Aussie technology to help identify a weakness in the Australian Wallabies' game, leading to their quarter final knockout from the RWC.

The England press reported that a "secret" to England's success was a piece of analysis drawn from tapes of Australia's pool performances which showed the Wallabies had "lost their edge" at the breakdown.

"We felt they had become a bit lacklustre in the way they were working around the rucks," England player Lewis Moody was quoted in the UK Mirror newspaper.

While bad news for the Wallabies, Sportstec once again demonstrated its worth on the world sporting stage.

"This is an excellent example of NSW innovation making a big splash on the world stage," Minister for State Development Ian Macdonald said.

The Department of State and Regional Development has helped Sportstec succeed in international markets by assisting it with export market visits to the United Kingdom, South Africa, Europe, China and Singapore.

DSRD has also been a strong supporter of Sportstec's technology through its Australian Technology Showcase (ATS) program, with the company winning the 2006 ATS Patrons Award for its export efforts.

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