

SPORTSTEC – A LEADER IN

With its headquarters in Australia, additional offices in the US and Europe together with a network of distributors spanning close to 20 countries, Sportstec is a leading provider of technology that enables the sports industry to continually enhance on-field performance, training techniques and the long-term development of teams – providing them with not just a competitive edge – but a winning formula.

Sportstec has received extensive recognition for its international marketing strategies and achievements, having been named as the 2001 Sports Exporter of the Year in Australia.

Sportstec currently exports its range of products to the US, Europe and Asia. Building on this success, Sportstec is now expanding its product range with the launch of Trak Performance, the software program that allows real time evaluation without the need for players to wear uncomfortable or inhibiting gadgetry.

Using the resulting data, coaches around the world can develop winning training strategies specially designed to take advantage of players' individual physiological structure.

Originally established in 2000, Sportstec has grown rapidly to become a global leader in the development of performance enhancing technology. Its track record is certainly impressive. Sportstec's range of products are now extensively used by coaches, trainers and other sports specialists in American Football, Athletics, Australian Rules, Basketball, Cricket, Football (soccer), Hockey, Lacross, Rugby League, and Rugby Union.

Sportstec has developed a wide network of universities, colleges and other sporting organisations that use its video analysis and information sharing systems to develop the sports stars of the future and continuously improve the performance of their current athletes. This network includes:

Australian Institute of Sport

Bolton Football Club

Belgium Olympic Committee

Duke University

English Football Association

English Hockey

FIFA

Indiana University

Irish Football Association

Japanese Institute of Sport Science

Roda JC

Stanford University

Korean Football Association

Scotland Rugby Union

Sporting Portugal

The New York Liberty (WNBA), and

Westham Football Club

Distributor Details

TRAINING & TECHNICAL SUPPORT

Sportstec offers a comprehensive training package for all purchasers of Trak Performance. This training is provided by one of Sportstec's fully accredited global distributors. All Trak Performance customers also receive a one-year comprehensive Priority Support package that includes web-based technical support.

Customers are also provided with password access to Sportstec's web site. Once logged in, customers can obtain detailed technical help, view Frequently Asked Questions & Answers, learn about the latest product developments, review case studies highlighting Trak Performance in action, and download product upgrades.



the ultimate Tool for a Competitive Sports Performance



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TODAY SPORTS PERFORMANCE

is not just about winning, it's about understanding the demands sports players face - in competition and training - and developing tailored, strategic training programs that give you an unbeatable competitive edge.

To be effective these strategies, including specific conditioning drills, remedial fitness and rehabilitation plans as well as general training schedules, need to be based on accurate data about how hard players are working and the strains they are placing on their individual physiological structures.

Imagine being able to monitor every step, jump, catch, kick, throw or shot a player makes in real time without the need for uncomfortable or inhibiting gadgetry. And this isn't just limited to your players. You can also monitor the opposition. Until now most tracking technology hasn't been able to withstand the speed and level of contact of today's modern sports. Not any more!

Using Trak Performance, coaches, fitness experts and other sports specialists can analyze virtually any court or field game using a computer. All you need is to record the action you want analyzed, view it on your computer and let Trak Performance do the rest. Trak Performance can re-create the dimensions of almost any playing ground so you can accurately compare the movement of individual players, particular player positions or movement profiles of different players. It's up to you.

Trak Performance generates measurable parameters using ground markings and cues as reference points which are miniaturized and built-into the base software. Calibrated versions are then re-created on your computer screen. And the great thing about Trak Performance is that it's portable so can be used in the field for training sessions or at quarter/half time reviews and team talks.

Neil Craig, Sports Physiologist & Assistant Coach, Adelaide Crows AFL Team

"Since the 1960s, the average height of AFL players has increased by about 1cm and 1.5kg in weight per decade. They are starting to look more like triathletes they are very nomadic now. They have to be."

"I believe there are huge improvements to be made in the way we prepare players for the game and once information about the demands of the game become available, that's when you'll start to see dramatic improvements. It's largely because of the vacuum of this kind of data, that clubs harbor vastly different ideas about how best to prepare players."

TRAK PERFORMANCE IN ACTION

As the demands on professional players around the world continue to rise so do the demands on their bodies to become faster, stronger and more competitive. These developments can only be achieved safely and without risk of long-term or crippling injuries by better understanding the physiological strain placed on a player during today's modern sports game.

Never before has this information been so easily and readily available to coaches. Some have tried, using video analysis and heart rate monitors, to understand the precise demands of a professional sports game, but none have been able to obtain definitive, user-friendly or game-related data and information.

Now, during training sessions and competitive games, coaches can use Trak Performance to measure:

- **Total distance traveled**
- **Breakdown speeds during the half or entire game**
- **Mean speeds**
- **Distances traveled at various speeds, and**
- **Work rates**
- **Where the majority of game statistics are gathered.**

What's more, Trak Performance allows this data to be collected in real time, in real situations, even during top-level competition. Imagine using this system for junior, under 21's or international games where coaches can also track the opposition as well as their own players.

During a game or training session, coaches can track players in any position or even the referee's movement patterns. This data can then be used to identify who are the best players, what are the common movement patterns and what is the average work rate of players.

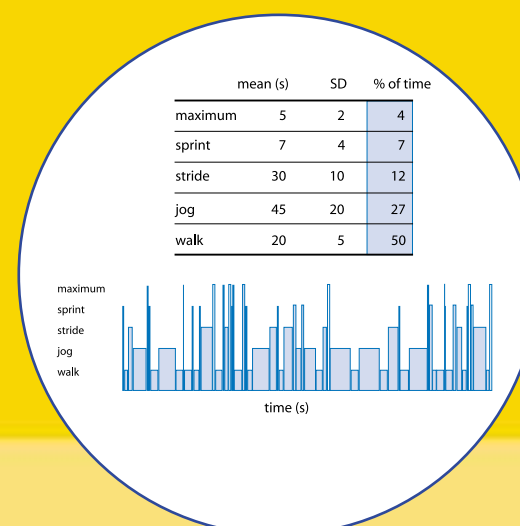
And because the data is presented in a graphical format, specific information can be extracted to get a better understanding about:

- **What are the best work rates for players in different positions**
- **How their movement patterns can be optimized over the course of a quarter, half or entire game, and**
- **How many 3, 5 or 10 minute intervals each player should spend in each intensity level.**

More importantly, the data also allows coaches to see how information collected during a competitive game compares to a player's performance during training, thus allowing training sessions to be modified to more closely mirror the demands of a real game.

Trak Performance can also help coaches better understand whether their training drills are preparing the players to the right physical and mental levels. Are their training sessions too challenging, not demanding enough or just not aligned with the demands players face during competition?

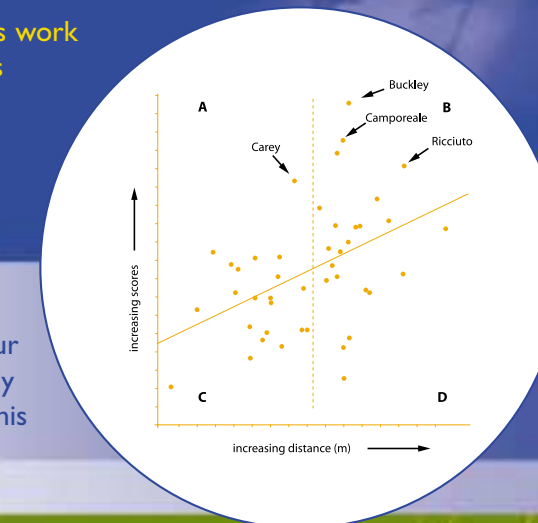
These are questions that Trak Performance can answer by allowing coaches to construct game-based training drills that include different levels of intensity across various movements such as walking, jogging, striding and sprinting, as demonstrated by the graph below:



These drills can even be adapted up or down to suit a player's maximum and minimum speeds and strength. Having reviewed the physical performance of players, Trak Performance can also help identify a player's ability to read the game. Never before has this data been so easily available.

To gauge a player's ability to read a game, using Trak Performance, a coach has the ability to analyze the relationship between a player's work rate and game statistics. The key here is that just because a player is covering a lot of territory doesn't mean he is spending his time effectively or usefully.

By analyzing this data, coaches can estimate a player's efficiency or ability to 'read the game'. And by comparing the performance of your total squad of say 50 players, a coach will be able to see quite clearly who are his top players and who needs to improve significantly in this area, as demonstrated by this graph:



Imagine you need to recruit a player from the junior grades to play a certain position in the senior squad. Using Trak Performance, you can identify what step-up would be required from the junior to senior level, which players have the right kind of fitness to make this move and whether they have the matching strength, speed and ability to read the game and thus make the step-up successfully.

Last but not least, Trak Performance can also help coaches better manage not just their fit or top players but also those suffering reoccurring injuries or those who are on the road to recovery following a long-term lay-off.

They can do this by quantifying the total work done over a week, macro-cycle or season. This is particularly important given that players in different positions have different fitness demands and perform different levels of work during a game.

All of this must be taken into consideration when coaches, physiotherapists and other sports specialists are designing and implementing conditioning or recovery programs.

Using Trak Performance, programs can be developed that include specific physical stress scales and take into consideration the quality of work performed by different players. The end result is a safer, more effective mode of training, tailored to suit the individual abilities of players at different stages in their careers.

Neil Craig, Sports Physiologist & Assistant Coach, Adelaide Crows AFL Team

"We can now develop programs which expose younger players to the demands of what it would be like to play against a top midfielder in the AFL. By using the same tracking at training we can watch the spread of players and get them doing drills which gives them the feel for the AFL."

"We can see where the goals come from, how opposition teams bring the ball out of defence, and a whole range of other things like speed of the game and possession time a player has with the ball. It's all useful in forward planning."