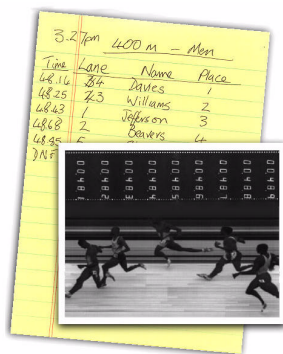


Pen, Paper and Photos?

At a track meet in New England, one of the brightest electronic engineers at MIT decided that he could come up with a better way than this to collect and share sports data . . .



demands, Lynx engineers developed LYNX TV to provide configurable on-screen video displays of running time and reference marks. We can also provide a Lynx data stream which will automatically supply information to Chyron graphic generators.

As a result of these developments, broadcast networks around the globe are increasingly turning to the fast and accurate information generated by Lynx products. We have provided real-time sporting data to many of the world's leading television producers: CBS, ABC, NBC, ESPN, ESPN2, (USA) CBC (Canada), Globo (Brazil), EuroSport, BBC (United Kingdom), RAI (Italy), NRK (Norway), and others.

Lynx System Developers, Inc. is the result of that decision to look for a better way.

Now, after millions of dollars of sales around the globe of our FinishLynx digital timing and photofinish system, we have become the industry standard for sports data management. In a recent article about sports timing, journalist Robert Ebisch observed that Lynx "practically owns the college and high school market in the United States."

With FinishLynx, for the first time, users at the grass-roots level have been given instant and error-free access to the same technology as higher-profile sporting events. No longer are many features beyond the reach of smaller competitions. It is not unusual for a high school FinishLynx customer to use scoreboard displays, database connectivity, wind gauges, Internet results publishing, or even real-time data feeds to television production.

At the other end of the spectrum, elite competitions around the globe are relying increasingly on the unparalleled reliability and accuracy that the Lynx name stands for. In the last three years Lynx products have provided results for World Championship events in Rowing, Canoeing, Nordic Skiing, Cycling and Speed Skating. Lynx technology has also been used at IAAF events in track and field on all five continents.

With increased visibility for the company and its products, have come greater demands from television broadcast networks. In response to these

The final, and most important, factor in the growth of Lynx System Developers, Inc. is our relationship with our customers. We believe that our job is to listen to the challenges that you face, and to produce solutions to the problems you have identified. Adhering to this philosophy has enabled us to consistently produce products which satisfy a market need - whether it is software that is available in your language, or a unique system modification to meet your needs.

We try not to create a hierarchy of importance in the way we respond to our customers. Our twenty-four hour technical support service is available to high school AD's and directors of major competitions alike.

To find out more about our range of products and services, call us in the US on (781) 935 6959, or visit our website at <http://www.finishlynx.com>.

