

## “Why Should We Invest in a FinishLynx System?”

This is a question which has been asked many times during the years that FinishLynx systems have been available. And the answer now is the same as it has always been, “Because it can make your life easier.” Across the country, AD’s, Track Coaches, and Meet Directors have discovered that with a FinishLynx system hosting a track meet can be...well, enjoyable.

With your FinishLynx system in place, you will discover many advantages: There are no more disputes with irate coaches claiming judges incorrectly placed their athlete. You will no longer have to scramble to find volunteers to hand time events, nor train a new set of hand timers before every meet, nor decide what to do when different timers claim that the athlete in lane three was either in second...or fourth...or fifth place.

And these advantages are just the beginning - an obsolete film-based system can do many of these things. Although every meet will have you searching your budget to see if you can finance the purchase of expensive film - something you’ll never have to do with a FinishLynx system. Also, with a film-based system you may have to hold up your meet while you wait for pictures to develop, but you never will with FinishLynx.

However, the real benefits of Lynx digital technology begin when you use the data handling aspects of the software. With a FinishLynx system, information only needs to be entered accurately ONCE. There is no more retyping, no more struggling to read a soggy piece of paper from the finish line judges. With automatic data transfer, you won’t need skilled typists working feverishly from start to finish at your meets.

When used with a database, FinishLynx will automatically display start lists. When connected to a printer, it will print results showing athletes’ names, bib numbers, affiliation, times etc. The same printer can produce high quality digital images - more of this later. Connect it to a suitable scoreboard display and start lists, running times, and results can appear for the spectators to see. You can even incorporate high tech elements like read outs from wind gauges into your results. And these capabilities are built in to even our most basic timing systems. You don’t need to buy any additional software.

## “We Have a Limited Budget, Can We Afford FinishLynx?”

Because our entire company knows the constraints which govern High School athletic budgets, we have engineered the system to work within those constraints. More and more of our customers are telling us that because of the opportunities presented to them by FinishLynx, that they are in fact better off since they invested their dollars. FinishLynx is GENERATING INCOME for their programs.

One program in Nebraska made \$1,800 at a single meet selling images of race finishes to athletes, parents and coaches. There was no photographer to pay, no photographic developing costs, no time delay. The images were available as fast as their printer could produce them.

Other High Schools have taken advantage of the fact that FinishLynx can overlay images with sponsors’ logo’s, or produce results

that bear a sponsor’s name. And it isn’t necessary to find one single sponsor for the entire meet; because many images can be stored in the computer’s memory, sponsors can take ownership of individual races - or fast times, or record breaking performances. The possibilities are limited only by the imagination of the meet director.

What is more, FinishLynx was designed as a totally modular system. When next year’s budget comes in, your equipment can be upgraded in many different ways. A basic black and white system can easily become a full 16bit color one, for example. This means that your initial purchase need not contain features you don’t need, neither are you going to be left with obsolete equipment. We are proud of the fact that the very first FinishLynx systems sold can be run using the latest Windows 95/NT version of the software.

In 1997 FinishLynx was used at the record setting National Scholastic meet; at dozens of state championships; at national championships in NCAA Div I, Div II, Div III; at NAIA. FinishLynx systems are in all fifty states. When you have seen a FinishLynx system in operation, or talked to an owner of a system, you will see for yourself how we are putting the enjoyment back into track. The way it should be...

