

your guide

to video analysis software





the science of motion

Siliconcoach is making a significant impact in the world of sport, education, clinical practice and sports retail. Our customers are amongst the most successful organisations in the world and include Nike, numerous national academies and institutes of sport, ICC cricket nations, and many of the world's leading Rugby Unions.

Siliconcoach is also used by sports retailers and manufacturers such as Mizuno, Asics, and New Balance. Additionally, Siliconcoach developed the software for bicycle manufacturer Specialized's renowned Body Geometry bike fitting system.

Our technology has been adopted within classrooms, giving teachers the ability to visually convey the principles of movement, biomechanics and functional anatomy. Siliconcoach has proven to be a dynamic learning tool that ultimately leads to a greater understanding for teacher and student; coach and athlete; clinician and patient.

Founded in 1997 by New Zealand biomechanist Joe Morrison, Siliconcoach has grown into one of the world's most successful video analysis companies.

A company based on our passion for sport and a firm belief that video analysis can assist in improving and assessing physical performance, rehabilitation, professional development and learning.

Siliconcoach is a committed team of programmers, biomechanists, physical educators and marketing executives who all share a desire to provide simple-to-use products that make a difference.

“Siliconcoach engages students and helps them to produce quality work. This is an excellent tool for improving your senior school courses.”

Trevor Hayes – Head of Department, Physical Education and Health, Kristin School

“Siliconcoach does exactly what a technical analysis product should do, the biggest selling point is its ease of use.”

David Rose – Performance Analysis Manager, English Cricket Board

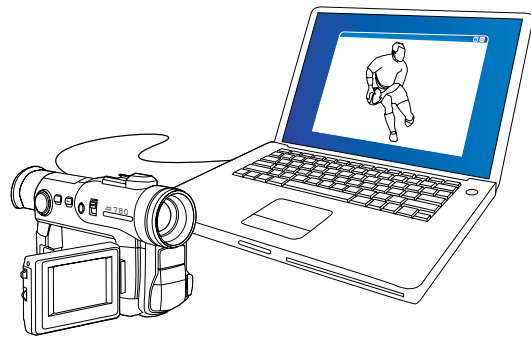
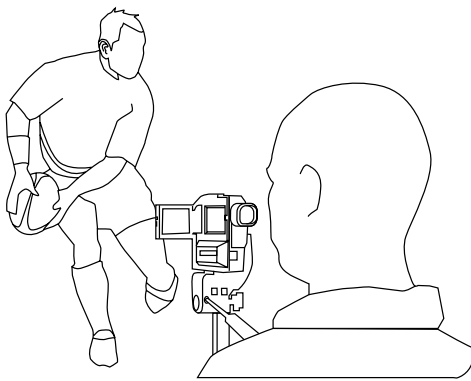


Our products are used all over the world by a wide range of people and organisations. To find out more visit www.siliconcoach.com

What is video analysis?

With the help of Siliconcoach software, coaches, sports scientists, teachers, podiatrists, physiotherapists and athletes can enhance performance and reduce the risk of injury.

Nb: Siliconcoach software is designed specifically for technique analysis, rather than notational or 'match' analysis. Both are valuable tools, but vastly different in their use. One cannot replace the other and it's important to assess your needs before you purchase.

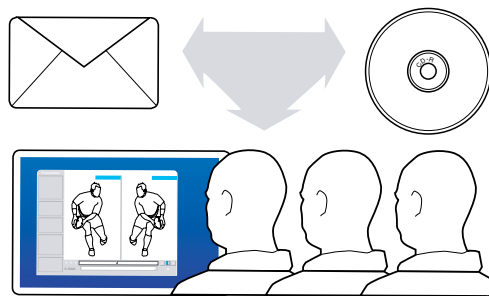
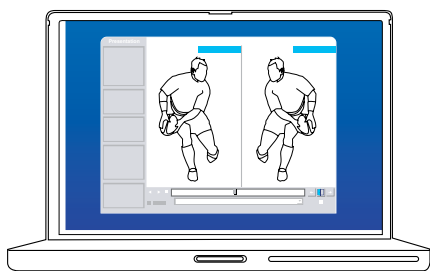


1. Capture video

Using a MiniDV video camera, record your subject's movement. If you have a computer on location, capture and view your footage 'live'.

2. Watch and review

Accurate analysis of fast or complex movement with a frame rate of 50 images per second (standard video is only 25 images per second).



3. Analyse

View in slow motion or frame-by-frame and measure accurately with the advanced drawing tools.

4. Save, present and share

Create your own presentation with a Siliconcoach template and share your analysis with athletes, students or patients.

Which products are best for you?

Siliconcoach software is used by a diverse range of professionals across different industries. To assist you in choosing the right products please refer to the chart below.

sport	Athletes/coaches	Pro	TimeWARP	
	Sports scientists	Pro	TimeWARP	Digitiser
	Sporting organisations	Pro	TimeWARP	Central Server
education	Secondary teacher	Pro	Student	TimeWARP
	Tertiary teacher	Pro	Student	TimeWARP Digitiser
clinical	Podiatrists	Pro		
	Physiotherapists	Pro		
retail	Bike fitting	Dialed in Motion		
	Shoe fitting (gait analysis)	Dialed in Motion		

System requirements

Minimal

- Digital video camera (MiniDV)
- Internet connection
- Windows® XP Service Pack 2, Windows® Vista
- CD read/write
- Sound card
- Firewire port (IEEE 1394)
- 2.0 GHz Pentium 4
- 512 MB RAM (for XP), 1 GB (for Vista)
- 20 GB free hard disk space
- 1024 x 768 monitor

Optimal

- Digital video camera (MiniDV)
- Internet connection
- Windows® XP Service Pack 2, Windows® Vista
- CD/DVD read/write
- Sound card
- Firewire port (IEEE 1394)
- 2.2GHz Core 2 Duo or similar
- Separate graphics card with 128 or 256 MB video RAM
- 2 GB RAM (for XP), 3 GB (for Vista)
- 60 GB free hard disk space
- 1280 x 1024 or larger monitor

Siliconcoach Pro - Skill analysis and feedback

Siliconcoach's premier software is the result of 15 years working with our clients around the globe. Siliconcoach Pro is designed for analysing movement and providing feedback through the process of video capture, watch, review, analyse and present. This type of visual feedback greatly enhances understanding – rather than describing movement, you can visually show it.

Key features

- Capture video 'live' from your MiniDV camera and provide feedback on-the-spot
- Dual capture - capture video from 2 MiniDV cameras at the same time
- License Management System- Easily move your license from one PC to another PC'
- Synchronise multiple video clips for side-by-side or overlaid comparison
- Measure key events using the time, angle, distance and speed tools
- Import video files from other sources such as avi, wmv, MPEG1, MPEG2 (from DVD cameras), MPEG4, AVCHD (H264 High Definition).
- Build a presentation with simple-to-use templates
- Record verbal and visual feedback over the top of a video, save and send via email
- Siliconcoach Pro is available as a Server version; ideal for large organisations needing to share information.

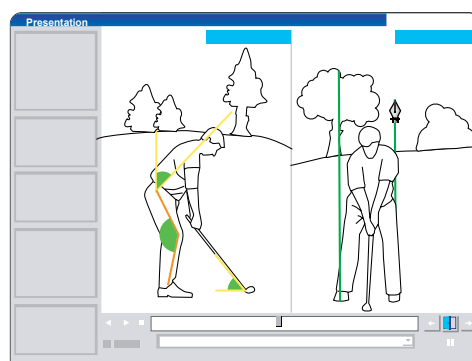


Illustration depicts: Drawing and measuring tools allow you to identify the key aspects of a skill

Pricing guide

Pricing is a guide price only based on a single unit purchase with a 6 month licence period. We provide 6, 12, 36 month subscriptions along with permanent licenses for Pro.

USD \$306	EUR €210	GBP £152
NZD \$353	AUD \$342	ZAR \$2097

Athletes/coaches
Sports scientists
Sporting organisations

1. Athletes can see feedback visually, eliminating verbal misunderstandings
2. Analysis is easily saved and sent via CD or email
3. Accurate analysis leads to higher quality training and performance

Secondary/tertiary teachers

1. Engages students in their subject
2. Creates valuable teaching resources
3. Accredited to work with interactive whiteboards

Podiatrists
Physiotherapists

1. Provide objective assessment
2. Take screen shots of your analysis for your electronic notes or print hardcopies for your paper records
3. Save analysis for future consultation

Siliconcoach Student - Power with simplicity

Based on Siliconcoach Pro, Student combines power with simplicity so students can begin learning about technique analysis quickly and affordably. Siliconcoach Student contains many of the features of Pro and is a perfect introduction to video analysis for both students and teachers.

Key Features

- Capture video directly from a MiniDV camcorder
- Play video at 25 images per second
- Highlight key points in a video by drawing directly on-screen
- Synchronise multiple video clips for side-by-side or overlaid comparison
- Measure key events using the time, angle, distance and speed tools
- Export still images for presentation
- Export your presentations to iTunes - iPod and iPhone
- Available in a Server version; ideal for schools to share software across multiple computer suites.
- Move your license from one PC to another PC for flexibility

Pricing guide

Pricing is a guide only based on single unit purchase for a 6 month license. We provide 6, 12 month and permanent licenses for Student.

USD \$87	EUR €60	GBP £44
NZD \$101	AUD \$98	ZAR \$ 599

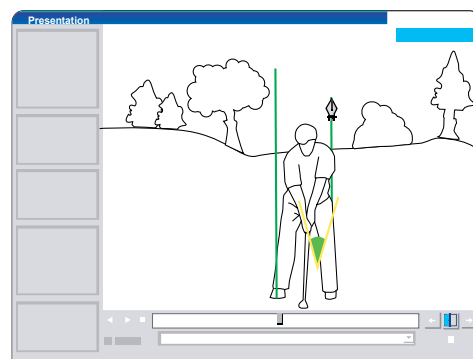


Illustration depicts: Drawing and measuring tools allow you to identify the key aspects of a skill

“The use of Siliconcoach software makes a significant difference in the understanding of biomechanics and performance analysis.”

Lorna Gillespie – Senior Advisor,
Physical Education New Zealand

Secondary/tertiary teachers

1. Teachers can easily convey the fundamentals of human movement
2. Engage students in their subject
3. Accredited to work with interactive whiteboards

Siliconcoach TimeWARP - Hands-free delayed playback

TimeWARP allows you to watch delayed video playback of a movement immediately after it is performed. Once the required time delay is set, the operation is hands-free and provides instant visual feedback.

Key features

- Easy to use, just set the required time delay
- Tag and loop video, watch in slow motion or pause for a closer look - all whilst TimeWARP continues to record 'live'
- Simple to use drawing tools provide an on-screen reference for self-assessment
- Capture and review using voice commands or remote control
- Save and export clips to Siliconcoach Pro for detailed analysis
- **Record directly to your hard disc, limited only by the free space you have available.**
- Move your license from PC to PC for ease of use.

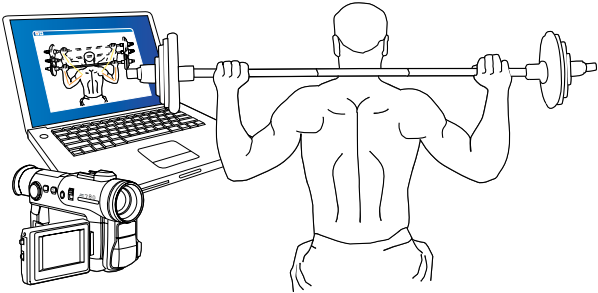


Illustration depicts: Watch delayed playback of a movement immediately after it's performed

Pricing guide

Pricing is a guide price only based on single unit purchase of a 12 month license. We provide 12 month and permanent licenses for TimeWARP.

USD \$146	EUR €100	GBP £73
NZD \$168	AUD \$163	ZAR \$998

<p>Athletes/coaches Sports scientists Sporting organisations</p>	<ol style="list-style-type: none"> 1. Allows athletes to study their own technique 2. Athletes can train on their own using technique guidelines prepared by a coach
<p>Secondary/tertiary teachers</p>	<ol style="list-style-type: none"> 1. Fun and easy way to integrate video analysis into PE sessions 2. Engages students in the lesson
<p>Podiatrists Physiotherapists</p>	<ol style="list-style-type: none"> 1. Simple to integrate into a client's rehabilitation session 2. Set up next to a multi-gym or treadmill for self-assessment

Siliconcoach Digitiser - 2D modelling of the human body

Digitiser is designed to produce simple two-dimensional models for studying specific actions.

Key features

- The simplest two-dimensional software you will ever find
- Creating a two-dimensional model is a simple, four-step process
- Two-dimensional co-ordinate (x,y) data can be exported to other packages such as Microsoft Excel for further analysis
- Three-dimensional analysis is possible by exporting two-dimensional data from multiple cameras.

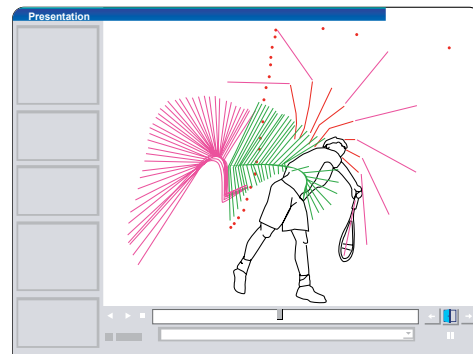
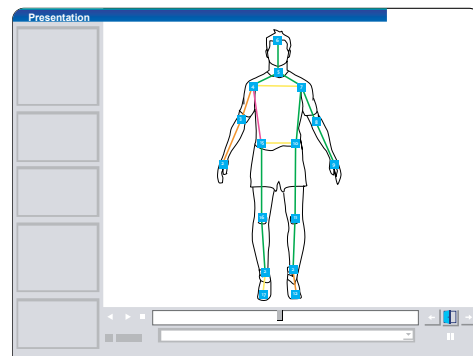
Pricing guide

Pricing is only a guide and based on single unit purchase which is subject to change

USD \$583	EUR €400	GBP £300
NZD \$672	AUD \$652	ZAR \$3,994

“Siliconcoach Digitiser is an excellent way of getting practical concepts across and is a vital tool in my work.”

Dr Ken Bray – Sport & Exercise Science Group, School of Health, University of Bath



Sports scientists

1. Fast 2D analysis for the basics of modelling the human body
2. Flexible output format allows post analysis data manipulation in familiar packages such as Excel

Tertiary teachers

1. Engages students in their subject
2. Easy way in introduce students to the complex world of modelling the human body
3. Flexible output format allows post analysis data manipulation in familiar packages such as Excel

Siliconcoach Central Server - Web-based data storage and sharing

Siliconcoach Central Server is a web-based store of knowledge that can be tailored to the specific needs of a client. It is designed to bring together, in one central place, the analysis of athletes and coaches within a sporting organisation. Analyses can be completed anywhere in the world and sent over the web. Head coaches and advisors can remotely oversee the progress of their athletes and junior coaches. Siliconcoach Central Server uses password access to protect sensitive data.

Case Study - Sport Scotland

Sport Scotland have over 60 Siliconcoach Pro systems in use by coaches in a wide variety of sports. Central Server provides a library of expert knowledge to be used by all coaches. This knowledge is stored as Technique Wizards* that guide coaches and athletes through a particular skill.

*Technique Wizards are created by experts within an organisation and distributed to coaches using Siliconcoach Central Server, for use within Siliconcoach Pro.

The Sport Scotland Central Server website allows:

- Technique Wizards to be created by experts and loaded onto the website
- Athletes, coaches and support personnel to download the Technique Wizards and create analysis reports
- Reports to be created and uploaded to the Sport Scotland Siliconcoach website
- Athletes, coaches and support personnel to access current and past reports remotely, from anywhere in the world.

**Pricing available upon consultation
with Siliconcoach**

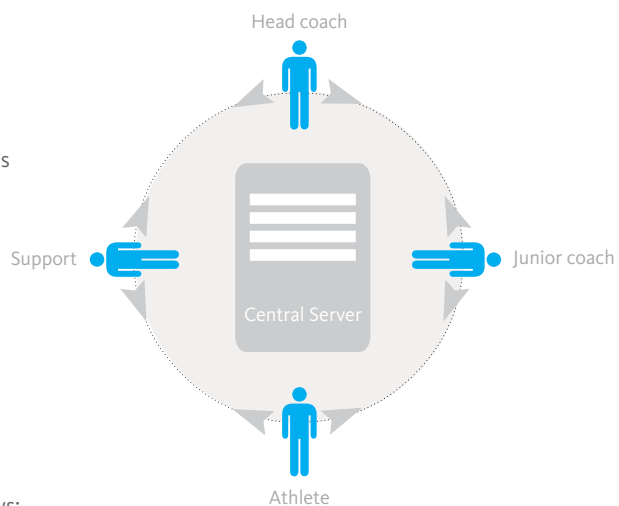


Illustration depicts: Easily share information between people in different locations.

Siliconcoach **Dialed in Motion** - Dynamic bike fitting system

Together with professional bike fitters and bicycle retailers, Siliconcoach has developed a dynamic bike fitting software to suit all cyclists, from recreational to elite.



The only bike fit system in the world that combines the ability to:

- Capture video at 50 frames per second
- Freeze motion at the exact point of interest
- Provide fitting analysis
- Automatically save the results to a personalised web site

Key benefits

- Accurately measures critical body angles and advises optimal bike adjustments
- Bike components can be adjusted on-the-spot using the recommended angles for comfort, power and efficiency
- Gives your store a distinct competitive advantage and the ability to create additional revenue
- Builds loyal relationships with customers.

System requirements

- Digital video camera (MiniDV)
- Internet connection
- Wind trainer

- Windows® XP Service Pack 2, Windows® Vista
- CD/DVD read/write
- Sound card
- Firewire port (IEEE 1394)
- 2.2MHz Core 2 Duo or similar
- Separate graphics card with 128 or 256 MB video RAM
- 1 GB RAM (for XP), 2 GB (for Vista)
- 60 GB free hard disk space
- 1280 x 1024 or larger monitor

“I used to ride many years ago and have just got back into cycling. Getting Dialed in Motion was the best thing that ever happened to me in cycling - I’m back and loving it.”

Colin Wallace



Siliconcoach Dialed in Motion - Dynamic shoe fitting system

Utilising our wealth of knowledge in sports science, and in consultation with the world's leading shoe manufactures and retailers, Siliconcoach has developed Dialed in Motion gait analysis software.



Key benefits

- Capture your client running at 50 images per second
- Pause the video at precise points of interest
- Split-screen allows comparison of different shoes, side-by-side
- Data management allows you to store customer's details including: all analyses completed, shoe purchased, running history and contact information
- Visually engages customers and adds credibility to the fitting process.

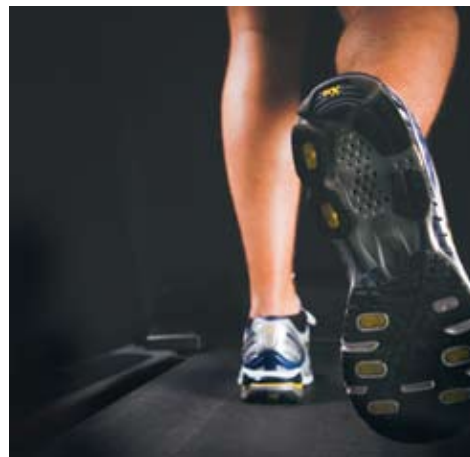
System requirements

- Digital video camera (MiniDV)
- Internet connection
- Treadmill

- Windows® XP Service Pack 2, Windows® Vista
- CD/DVD read/write
- Sound card
- Firewire port (IEEE 1394)
- 2.2MHz Core 2 Duo or similar
- Separate graphics card with 128 or 256 MB video RAM
- 1 GB RAM (for XP), 2 GB (for Vista)
- 60 GB free hard disk space
- 1280 x 1024 or larger monitor

“Siliconcoach have been enormously proactive in developing their software to our needs and ensuring that the system is robust, has excellent features and has some great security applications. I cannot recommend them enough.”

Hugh Brasher – Managing Director,
Sweat Shop and SheRunsHeRuns



Training and support

Siliconcoach understands the importance of training and provides a variety of ways for customers to improve their software skills. These options range from detailed product manuals through to personalised individual training from our staff of experts.

Printed manuals

Results from our market research have told us that many people like to work through a printed manual and we have listened to that. A printed or electronic PDF manual is included with our software.

Electronic help

An electronic help allows the user the flexibility to quickly navigate contents and search using keywords. All our software comes with a built in electronic help section that you can access simply by pressing 'F1' on your keyboard.

On-line tutorials

Many people today prefer to learn by watching and repeating. We have accommodated this user group with a set of over 30 helpful animations that can be accessed from our web site.

Visit www.siliconcoach.com/support

Group training

There is nothing like personalised training and we have trainers based in key areas around the world. Although the class can be organised to the group's needs, a typical class would involve a hands-on opportunity to learn how to:

- Capture good-quality video for analysis
- Create a presentation that will allow you to display your video clips in the best way for analysis or feedback
- Analyse movement using the specialised tool set available in the software
- Share the resources you have created using different mediums such as CD/DVD, email and print.

One-on-one training

One-on-one training is the same concept as group training but you will get the undivided attention of one of our trainers.

For further information and a calendar of training events please visit the training division on our website www.siliconcoach.com/training.

Alternatively please contact:

training@siliconcoach.com



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Global Distribution Network

Australia
Belgium
Brunei
Canada
China
Finland
India
Indonesia
Japan
Korea
Malaysia
Netherlands
Russia
Scandinavia (excluding Finland)
South Africa
Sweden
Thailand
United States of America
Vietnam

For distributor contact details visit
www.siliconcoach.com/contact