

A no-brainer

V1 VIDEO TECHNOLOGY TOUTS EASE OF USE, BENEFITS FOR SKI COACHES BY SAM FLICKINGER

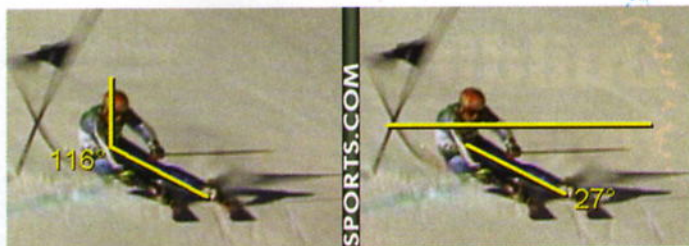
WHAT BEGAN AS software technology to help golfers improve their games has been manipulated and customized to help ski coaches teach young athletes how to improve their technique.

V1 Digital Coaching Software, designed by Interactive Frontiers, is a tool for coaches that allows them to provide one-on-one instruction to their athletes and give customized feedback through the use of side-by-side comparisons, drawing on videos, overlaying two skiers or creating a photomontage. In addition, all of this analysis can be streamed online to athletes for future reference.

V1 began to get involved in the ski racing world in 2005, and particularly with USSA National Competitions Director Walt Evans. Evans and others at USSA bought into the benefits of the V1 technology enough that it's now the official software of the National Development System. Only the best and brightest of USSA's young athletes are involved in the NDS program, and Evans said he chose V1 in part because it is easy for coaches to learn.

"The easier you make a coach's life, the better," said V1's Mike Seiler. "Part of the idea behind the software is when you force a coach to draw and put words on a screen, it really forces the coach to take their level of coaching up another notch."

Seiler said the goal of V1 software for ski coaches is ease of understanding and ease of use with a high-powered program that's also relatively affordable. The easy factor comes when coaches download video footage from a



training session and the digital analysis software can be employed to improve all aspects of a racer's performance.

V1 also offers coaches the ability to coach online, which can be faster and easier than creating a DVD. The coach has more time to study an individual athlete and find the best model for a side-by-side comparison with another athlete. V1 videos can then be shared via the Internet privately between coaches and athletes. "You can shoot some video, then the coach can analyze that data and share it with the athlete when he or she is at home after dinner or something," Seiler said. "And V1 can be used in race shacks, you can go directly from the camera to the software."

V1 software can be purchased for \$595, which can be a heavy cost to absorb up front. So the company is offering a subscription service through which an annual subscription can be purchased for \$295 per year regularly. But through a special deal that has been extended to USSA members through February, a subscription for the first year will cost just \$60. This annual fee includes technical support and upgrades that eliminate additional costs when new versions of the software are released.

"This offer is really a chance for people to play with the software and make sure, before they make a huge investment, that it's something they will use enough to justify buying it," Seiler said.

For more information on V1 software, go to www.V1ski.com. **SR**



selkophoto.com