

# INNOVATIVE TIMING SYSTEMS, LLC



## Frequently Asked Questions



Innovative Timing Systems is truly a leader when it comes to race timing. Our system was designed by world-class technology experts and athletes who have over 25 years of experience. We're truly an American company with all of our product engineering, support and development coming from the United States. Our innovative technology is based on the latest RFID standards and it doesn't rely on older technologies such as low or shortwave frequencies, or cumbersome timing mats. In addition, our approach to race management is beyond anything you've ever seen. For example, how many race timing systems can still capture the finish time for a runner who has lost their timing chip? When it comes to race timing, we deliver results!

### How did Innovative Timing Systems (ITS) get started?

The founders of ITS were working with a racing company that put on numerous races throughout the year. In 2006, the decision was made to purchase a timing system. It became clear very quickly that most chip timing companies were using technologies that simply didn't meet their needs; timing mats that had to be placed on the ground, low frequency chips that were susceptible to interference, and a lack of great race management software. Many of the races were on open roads with vehicle traffic. Furthermore, some of the races were in harsh environments, such as trail runs. As if that wasn't enough...they needed a system that could capture finish times, even if a runner lost their timing chip. Finally, they wanted a system from a truly American company with design engineering, support, and development here in the U.S. The search ended in failure, and no company could be found that met all of their needs. Thus, the decision was made to launch ITS and to build a world-class timing system that would revolutionize the chip timing business. Jaguar is the result of this development effort. It's truly a remarkable system that delivers outstanding results.

### What are the advantages of the Jaguar system?

There are numerous advantages as documented in our engineering specifications document. However, perhaps the following are the greatest advantages of our platform:

- Jaguar timing chips (tags) are inexpensive and disposable, so you don't have to collect them after a race
- Jaguar does not require timing mats, so it's great for cycling races, trail runs, swimming events, or races on open roads
- Our system is highly redundant and ensures that a hardware failure will not cause you to lose your critical race data
- Jaguar timing chips don't suffer from interference typically found in timing chips that operate in low to shortwave frequencies
- Jaguar timing chips can be read from as far as 30 feet away, unlike older timing chip technology that's limited to 3 feet or less
- Jaguar readers have dual-processors with DSP signal processing to ensure high tag read rates at high speeds
- Jaguar is more than just a chip timing system, our software provides extensive capabilities including real-time race reports, wireless networking, PA announcer console, registration database, and more
- Jaguar makes it easy to time races as small as 50 people, or as large as 500,000. It's a highly scalable platform

Note: The Jaguar system is constantly evolving and changing, so information in this document is subject to change without notice

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### Where are you located?

We are truly an American company with our headquarters in Chesterfield, Missouri...a suburb of St. Louis. Our engineering support is located in St. Louis, California, Indiana, and Ohio. Although we are based in America, our products are certified for use in numerous foreign countries and we are able to provide support to virtually any location in the world.

### Can your tags be used repeatedly?

Absolutely! The amazing thing about Jaguar is that our tags are incredibly inexpensive, and yet they can be used up to 10,000 times! Of course, the tags are meant to be disposable, which is a huge advantage because you don't have to collect them. However, if you provide timing to perhaps a small running club and you want to permanently assign tags to your members, that's not a problem.

### How much does your Jaguar system cost?

This is a tough question to answer without knowing your specific needs. Please call us for an information package that includes pricing and sample configurations. When you are close to a decision, our team will custom design your Jaguar system and we'll be able to give you a final price. For now, let's just say that you'll be shocked at our low prices. For example, if you wanted a system to time a large marathon, you might pay more than \$250,000 for one of our competitors' systems. With Jaguar, it's likely your entire system would be much less. We are typically about half the price of other competitors. How can we do that? Simple...our technology is truly leading edge and our design doesn't require nearly as many readers as our competitors. Furthermore, we don't require a mat for every few feet of ground you need to cover. And, it gets even better. Our tags (timing chips) are about 10% of what you might pay for a competitor's chip. That's not a typo...you read it right. For example, if you purchased 5,000 of our S-Chips, your price could be less than \$2,500. Imagine the savings if you need enough tags for a large marathon! Our tags are not only low in price, they outperform other tags substantially!

### How reliable is Jaguar?

Our system was designed from the ground up to be fully redundant and completely reliable. That's why we use multiple processors, have overlapping antenna fields, provide automated backups over a wireless connection, and utilize DSP processors to ensure fast and accurate reads of our tags. In addition, our system comes in a hardened case with backup power that can be configured to run for up to 8 hours. Now all of that's great, but let's really set the bar high. If you have runners who lose their tags (timing chips), Jaguar can still figure out their finish time. It's an innovative technology we developed because we also run our own races, and we understand that things can go wrong. Just imagine having a timing system that not only does a great job reading tags, it can figure out the finish time for someone who has no tag. That's total reliability...and only Jaguar offers it!

### How do you support Jaguar?

We provide telephone support, web site support, email support, and can even provide 24-hour hotline support. Our systems can be field upgraded and because of our extreme redundancy, it's unlikely you'll ever have a serious problem because of a hardware failure.

### Do you support third-party software?

Yes. Although Jaguar is a complete race management solution with its own software, we can also provide our timing data to third party applications such as Race Director or to any spreadsheet or database program.

### Do you provide training on the system?

We absolutely provide training. In fact, we will not sell a Jaguar system without providing you training. We want you to be very successful with our solution, and given that we use Jaguar at our own races, we can truly provide you great insights about how to maximize the system.

### Can I buy Jaguar from a dealer?

We do not sell our system through dealers or distributors. The simple reason is that our standards for quality and support are so high that we simply won't take the chance that a dealer or distributor may not provide you the level of support that we can. Furthermore, we would have to charge you more for the system, and why would you want to pay more, and not be able to speak directly to us?