

Timing New Zealand stays ahead of the pack



PAUL RYKEN
MANAGING DIRECTOR
TIMING NEW ZEALAND

FACT FILE

Company Background

- Timing New Zealand is a subsidiary of Global Timing Services Limited.
- Established 1990.
- Employs three full time staff and ten contractors.
- timingnewzealand.co.nz

Challenge

- Improve speed of delivery of results to central database for distribution to websites, commentators and media.
- Ensure data is transferred without mistransmission.

Solution

- Four Mobile Broadband data cards connected to Telecom's Mobile Broadband network.

Race timing service provider Timing New Zealand is using Telecom's Mobile Broadband to keep ahead of the pack in race timing.



We've never had a mistransmission because mobile broadband is a dedicated data network

As sport becomes more professional and competitive, so too does the information produced and recorded from an event.

Managing Director Paul Ryken started Timing New Zealand 15 years ago as a one man operation recording times at sports events around the country. Since then, the company has diversified, looking after online registrations, providing results to websites, competitors and commentators, and issuing result notices and certificates, as well as timing the events themselves.

Mr Ryken says technological innovation is at the heart of his business' success and the success of the events they're involved with.

"When we started out, we simply timed events with a stopwatch and provided results accordingly. Now event organisers and participants themselves demand accurate, instantly available performance information and results and we're constantly looking for new ways to deliver," Mr Ryken says.

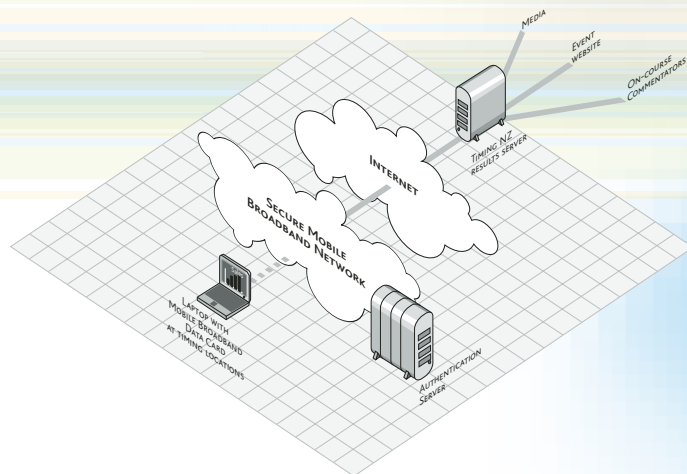
Timing New Zealand put Telecom's Mobile Broadband to the Ironman test in the 2005 Bonita Ironman New Zealand event in Taupo and the technology came out a winner.

On 5 March, around 1,300 triathletes from New Zealand and around the world gathered on the shores of Lake Taupo ready for the 3.8km swim, 180km cycle ride and a full 42.2km marathon.

High Speed data transfer

Mobile Broadband data cards allowed Timing New Zealand to send information at high speed from timing locations around the course to our results server located in Auckland.

Mr Ryken says his company was able to provide live split times and final results to the World Triathlon Corporation website, IronmanLive.com, as well as sending the results to commentators and media immediately, as they became available.



"This meant the results were truly live, with virtually no delay between the competitor crossing a timing location and the time being posted on the Internet," Mr Ryken says.

"We had antenna mats placed at timing locations around the course that received a signal from the unique Winning Time transponder attached to each competitor's leg. When the competitor crossed the mat, their signal was picked up by the Winning Time boxes and processed in a notebook computer at that timing location. This computer then used a Mobile Broadband data card to send the time and competitor number information to our results server. From there, we could disseminate the information to whoever needed it.

"In the past, we used mobile phones with data cables, which sent the information over the mobile network. Because there was a lot of data to transmit, we would collect information from the antenna mats into packages and send these to the server every five or ten minutes.

"The extra speed of the new Mobile Broadband network means each transmission takes a fraction of the time it used to, which allows us to send results to the server in a

continuous stream. This in turn means the results being posted on websites or being sent through to commentators are only ever a second or two old.

Dedicated network

"And we've never had a mistransmission because Mobile Broadband is a dedicated data network.

This is particularly important when you have a major event like the Bonita Ironman, where there are thousands of people in a limited area, all trying to use their mobile phones at once."

Thanks to Timing New Zealand and Mobile Broadband, the Taupo Ironman is the only event outside of the World Triathlon Championships in Kona, Hawaii that provides real-time run split results.

Mr Ryken plans to offer Mobile Broadband to more event organisers in the future.

"This technology provides amazing data transfer speeds but it's still really affordable. I believe it provides benefits to event organisers across the board – from small races to major international meetings like the Bonita Ironman – and we'll certainly be offering it as a standard part of our events package. "It's more than proved its worth," Mr Ryken says.