

Arrow Advantage plays key role in development of The Pool-Mate

Supply of electronic components is backed up by technical logistics support

Arrow Advantage has played a key role in helping fitness technology company Swimovate in the development of The Pool-Mate, a fully automatic lap and stroke counter watch for swimmers.

This new training device automatically counts the amount of laps and the average strokes per lap for the swimmer. The Pool-Mate can also calculate and save further data including time, speed, distance, and the amount of calories burnt during the training session. This enables swimmers to see how their performance has changed during the session and analyse their efficiency.



Swimovate developed the product after attending a jointly hosted Arrow Advantage and Texas Instruments training day. Through this interactive session Arrow were able to help Swimovate with development kits, training, tools, software and samples of products. Swimovate subsequently decided to use the MSP430™ MCU by Texas Instruments.

“We listened to Swimovate’s needs and offered the advice and technical support they required to make this exciting new product a reality”, explains Dean Hassell, General

Manager, Arrow UK. “The Ultra Low- Power MSP430™ Microcontroller provided the ideal power and portable solution.”

Lisa Irlam, CEO of Swimovate adds, “Arrow assisted us with the road mapping of this product and advised what products we needed to get the best technical result and at the lowest cost. We are now able to offer triathletes an automatic wrist device at an affordable price.”

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About Swimovate:

Swimovate Ltd is a UK company run by swimmers and triathletes developing innovative, affordable electronic training products for sports. They are dedicated to finding workable solutions to training issues athletes of all abilities have. For further details please visit www.swimovate.com

About Arrow Electronics:

Arrow Electronics (www.arrow.com) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Headquartered in Melville, N.Y., Arrow serves as a supply channel partner for approximately 800 suppliers and 130,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 340 locations in 53 countries and territories.

Detailed information about Arrow’s operations in Northern Europe can be found by visiting www.arrowne.com.

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