

FOR IMMEDIATE RELEASE

Pool-Mate, the new and unique fully automatic lap and stroke counter, revolutionising swim training.

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A revolutionary wrist worn Swimming Computer is set to make headlines in the world of swimming and triathlon, The Pool-Mate from Swimovate Ltd will be launched in late July.

The Pool-Mate is a comprehensive watch for swimming that will automatically calculate your lap count, average strokes per lap, speed, distance, calories and efficiency. You don't need to press a button or turn a dial at the end of each lap as with current lap counters, the Pool-Mate really will count those laps for you- just press the Start button and swim. Featuring advanced motion sensor technology, the Pool-Mate really brings swimming into the 21st century. Lisa Irlam, Swimovate's CEO says "Athletes are now used to Speed and Distance computers for other sports such as running and cycling- what about swimming? We wanted an affordable, smart and fully automatic solution- hence the Pool-Mate."



As well as total session statistics, you can record data for individual Sets within each session and time your rest periods, so you can see how your stroke changes through your swim. All data is available for immediate recall and is stored in the large log for comparison at your leisure. In our testing over 100s of kilometres of swimming, we have an accuracy rate of over 99.7% with a wide range of swimmers and all the major strokes.

As well as the unique Swim Mode, the Pool-Mate has a really useful 99 lap Chrono feature so you can time anything such as your running, cycling and Open Water swims too. It has all the usual Sports Watch features such as 50M water resistance, 12/24 hour time format, alarm, backlight and battery level indicator.

Initially the watch will be available online at for £69.99 plus £3.50 p&p (overseas postage extra). To pre order your Pool-Mate email . For further information see the website .

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. The Swimovate team have extensive experience in electronic and software design, development and manufacture worldwide.

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