



News Release

Swimovate redefines swim training with breakthrough sports watch based on TI's ultra-low power MSP430 MCU

Swimovate's Pool-Mate is fully automatic lap and stroke counter that calculates speed, distance, calories and efficiency

Dallas, TX (December 14, 2009) – Innovating advanced swim training aids for the fitness industry, Swimovate Ltd leveraged Texas Instruments Incorporated's (TI) (NYSE: TXN) ultra-low power MSP430™ microcontroller (MCU) to drive its cutting-edge Pool-Mate sports watch, the first fully automatic lap and stroke counter on the market. Based on a single MSP430 MCU, Swimovate's intelligent Pool-Mate allows swimmers to automatically count strokes and laps as well as calculate speed, distance, calories and efficiency.

“As amateur tri-athletes, we noticed there were several speed and distance computers for runners and cyclists, but only extremely basic swimming aids, ill-equipped to execute the advanced functionality necessary for training,” said Lisa Irlam of Swimovate. “TI's MSP430 MCU offered the processor performance, ultra-low power consumption and direct LCD drive we wanted for the Pool-Mate to effectively and automatically calculate strokes, laps and efficiency, leaving swimmers free to concentrate on their technique.”

The Pool-Mate is a comprehensive signal processing watch powered from a 3V lithium coin cell battery without voltage regulators, and includes an accelerometer and features that enable athletes to time running, cycling and even triathlons. The watch records total session statistics, or individual sets and timing rest periods so the swimmer can see how his or her stroke changes through their workout. All the data is available for immediate recall and is stored in the large log for comparison. With an accuracy rate of more than 99.7 percent, the Pool-Mate is easy to set-up, requires no calibration and will work with all the major strokes and swimming abilities, from professional to recreational swimmers.

“The Pool-Mate provides swimmers with a sleek, easy-to-use aid that eliminates traditional training challenges,” said Adrian Valenzuela, product marketing manager for MSP430 MCUs. “TI prides itself on enabling customers to solve everyday obstacles, and Swimovate's breakthrough swim aid demonstrates how we've been able to do that with the right balance of ultra-low power consumption, performance and peripherals in TI's MSP430 MCUs.

TI and Swimovate are committed to delivering solutions that meet customer needs and provide a unique consumer experience. For more information about the Pool-Mate, available for £69.99 plus postage, please visit www.swimovate.com. For more information about MSP430, please visit www.ti.com/msp430_swim-pr.

To learn more about TI and Swimovate solutions, go to:
TI's ultra-low power MSP430 MCUs: www.ti.com/msp430_swim-pr
TI's MCU platform: www.ti.com/mcu_swim-pr

Swimovate's Pool-Mate: www.swimovate.com

Video demonstration the Pool-Mate: <http://www.youtube.com/user/Swimovate>

#

About Texas Instruments

Texas Instruments (NYSE: TXN) helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through design, sales and manufacturing operations in more than 30 countries. For more information, go to www.ti.com.

About Swimovate:

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

Trademarks

MSP430 is a trademark of Texas Instruments. All registered trademarks and other trademarks belong to their respective owners.