

# ENHANCED USER EXPERIENCE DISTINGUISHES VELOCITEK FROM THE COMPETITION

Velocitek is a leading provider of GPS equipment for sailors. Their products enable dinghy and sport boats sailors to improve boat speed and tactics with a combination of real-time on the water performance feedback and post race analysis. The second generation of Velocitek's products proved to be very popular within the sailing community and they aimed to build on this success. However, similar products already aimed at the sailing market and an explosion in GPS applications meant that the third generation of Velocitek's product would be exposed to increased competition.

In order to stave off the competition and ensure the success of the next generation of their hardware, Velocitek engaged with Slow Train Software to develop an unrivalled user experience that complements their products.

To meet this requirement, Velocitek and Slow Train Software developed the SpeedPlay desktop application. SpeedPlay was designed to empower customers with new and improved functionality, enhance the usability of their products and support Velocitek's marketing goals.



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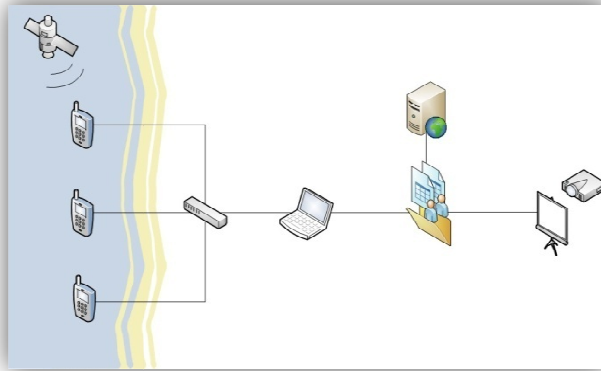
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Velocity made good

## Empowering the customer

SpeedPlay provides the ability for a group of sailors to download data from multiple Velocitek devices and create replays of their races. Speed Play delivers high performance graphical rendering of replays and detailed analysis tools that allows the user to study their performance. Direct integration with Microsoft's Virtual Earth allows maps and custom GPS data to be overlaid



## Marketing development

SpeedPlay supports the downloading of data from multiple USB devices simultaneously. The downloaded data can then be processed and displayed as a replay with just a few clicks. The more contributors involved, the more entertainment provided in replays especially during regattas. This capability opens vast marketing potential

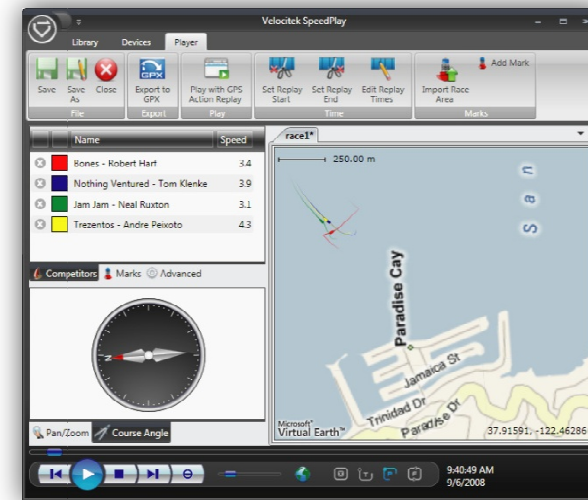
## Further information

SpeedPlay complements the third generation of the Velocitek hardware to provide an unrivalled user experience in sailing replay software. Both SpeedPlay and the latest Velocitek products are scheduled for release in November 2008. To find out more about Slow Train Software and how we can help you deliver the same level of user experience for your customers please visit our website at [www.slowtrain.ie](http://www.slowtrain.ie).

onto race replays bringing a sense of reality into each replay. Although SpeedPlay provides out of box performance analysis tools it also provides integration with third party tools and supports open GPS standards. This ensures that the customer can utilize the power of all the technologies available to them and get the most advantage from their software.

## Effortless usability

When creating SpeedPlay every step in the process of creating a replay, from the customer powering on a device to the actual viewing of a replay, was analyzed to ensure that it was made as simple as possible for the end user. Within the user interface Office Fluent controls, such as the Ribbon, were adopted to minimize the learning curve of the application. Real life objects



such as compasses were incorporated so that customer could immediately identify the functionality they desired. Automated device detection and pre-emptive graphical warnings help reduce common problems. All this helps to significantly reduce the end to end processing time in creating replays and minimize the demand on customer services.



## Featured Technologies



**MICROSOFT VIRTUAL EARTH**  
SpeedPlay provides integration with Microsoft's Virtual Earth (VE). VE provides high quality maps for the entire world. This popular feature brings reality to race replays. VE also provides the ability for users to create and import their own personal GPS data into replays.



**WINDOWS PRESENTATION FOUNDATION**  
SpeedPlay was development using the .NET 3.5 framework and utilizes Windows Presentation Foundation (WPF). WPF delivers hardware accelerated graphics and provides the ability to generate high performance rich media applications on the desktop.



**OFFICE FLUENT USER INTERFACE**  
The Office Fluent controls were designed to improve user efficiency and productivity. When developing SpeedPlay the power of these controls was harnessed to provide an intuitive and easy to use interface and helped to minimize the learning curve involved.