

## ***A Canadian sports technology Company is helping to power ORACLE TEAM USA to America's Cup victory***

**4iiii Innovations**, a Cochrane, Alberta Company, will be aboard **ORACLE TEAM USA's** hydro-foiling catamaran when the sleek carbon fiber vessel takes to the waters off Bermuda in the summer of 2017 to defend its victory against New Zealand in 2013.

**4iiii** CEO Kip Fyfe comments that "we're proud to be providing PRECISION powermeter technology to monitor the 'grinders' operating winches on the wingsailed cat. PRECISION is not only the most accurate and lightest powermeter in the world, it's also completely waterproof. The quick adaptation from land to water is the result of the sophistication of our technology, combined with the deep expertise and nimbleness of the **4iiii** team."

The **4iiii Innovations** PRECISION powermeter measures power output and energy in watts. The device is an adaptation of the technology that has made the Company the dominant powermeter on the World Cycling Tour and the choice of Tour de France **Quick-Step Floors** Cycling Team and **BORA – hansgrohe**. PRECISION is not only the most accurate and lightest powermeter in the world, it's also completely waterproof.

**ORACLE TEAM USA** Skipper Jimmy Spithill notes that that "aside from the wind, all the energy used to power the hydraulic systems and sail the boat is human generated. The team with the highest output will have a big advantage – and maximizing human power output starts with accurate monitoring." Ian Burns – Director of Performance for **ORACLE TEAM USA** adds that "we've made substantial gains in power output from our team – in the order of 20% in 3 months and this is mainly due to knowing exactly how the guys work now and optimizing their individual training programs."

The 34<sup>th</sup> America's Cup recorded one of the most remarkable comebacks in sports history, as **ORACLE TEAM USA** recovered from 8-1 losses to fight through to the final race and claim victory.

**4iiii Innovations** is a major force in the running and outdoor/indoor cycling disciplines offering a full range of industry leading products including PRECISION and PRECISION PRO powermeters, Viiiiva heart rate monitors and the Sportiiii glasses-mounted performance coach.