

## FOR IMMEDIATE RELEASE

### Paralympics swimmer 'Remembers the Beep' to break world record

#### *Australia's 'secret weapon' in the pool strikes gold again*

**BRISBANE, QLD – 10 July 2004 –**

In a scene reminiscent of "Use the Force, Luke" from Star Wars, Paralympics swimmer Ben Austin set a new world record in the 100m-butterfly multi-disability event at the Telstra Grand Prix in Brisbane this month. Although his qualifying heat in the morning was a blistering 1:08.77, coach Graeme "Grub" Carroll was not happy with Ben's stroke rate. Before the finals he whispered in Ben's ear to "remember the beep" from his warm-up.

"The beep" comes from a new swimming training device that has swept through the Australian national teams on their way to Athens. The small yellow Wetronome<sup>®</sup> is worn under a swimmer's cap or goggle strap during training, and emits a short beep each time the swimmer should take a stroke. It has received a special commendation award in the Triton Foundation's Australian Invention of the Year, and features on the ABC's "New Inventors" show in early August. The Wetronome<sup>®</sup> also helped Ben's teammate Matt Levy clock up a huge personal best in Brisbane. Both will compete in Athens in September.

"Stroke rate training" is now an essential part of a competition swimming training program. The technique promotes maintaining the same rate through the water, even as the swimmer tires. Body muscles learn what it feels like to swim at a consistent rate.

A big part of the problem for electronic swimming aids is that electricity and water don't mix. The problem is worse in chlorinated water, which corrodes seals of buttons and displays.

Australian inventor Andrew Holmes has two children who compete at national and international levels. He became frustrated with products that couldn't handle the harsh environment of a chlorinated pool. They were also overly complex requiring instruction manuals that inevitably became soggy. Andrew took an idea for a simple and reliable device to his colleagues at [Atamo Pty Ltd](http://www.atamo.com.au), and the Wetronome<sup>®</sup> was born.

The little device has become the 'secret weapon' for the majority of Olympic swim team coaches. "Most of the coaches on the national team are utilising it", says Bernie Mulroy, whose squad includes Travis Nederpelt, 400m individual medley and 200m butterfly hopeful. "It is very simple, user friendly. While just another tool, it's a very good one".

More information is available on this product at [www.wetronome.com](http://www.wetronome.com).

#### **About Atamo Pty Ltd**

Atamo, a privately held company headquartered in Perth, Western Australia, offers management and design services to intellectual property owners and industry using electronic products as enablers. Atamo's six founders average twenty years professional experience and have worked together as a team since the late 80s. The Atamo team's complementary skills range from global commercial and business development through hardware and software design to system testing and establishing product support systems. For more information, visit [www.atamo.com.au](http://www.atamo.com.au).



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