

10-NET Sails In America's Cup

Rome, Italy: The age-old sport of yacht racing has taken on a high-tech flavor. As is happening more and more these days, traditional sporting games are managed by modern technology.

One such sport is 12 Metre yacht Racing. AFTER s.r.l. of Rome has developed micro-based networkable software that monitors the races and gives up-to-the-minute information in easily read graphic form.

The founder and president, Andrea Filacchioni, is a sailor and national judge of the events. In 1982, his interest in sporting events sparked the development of the sailing software which logs such things as statistics on the race and on the yachts themselves, on the crew members and on the race conditions. Graphics displays show all the information on the races: wind direction and speed, the force of the sea shown by the design of the waves.

"We prepare a data bank with information on the yachts used - covering materials, weights, etc.; on the managed timing and on the statistics produced during the race," states Filacchioni. The package is very graphic intense, and users can see at a

glance what is meant by the statistics shown.

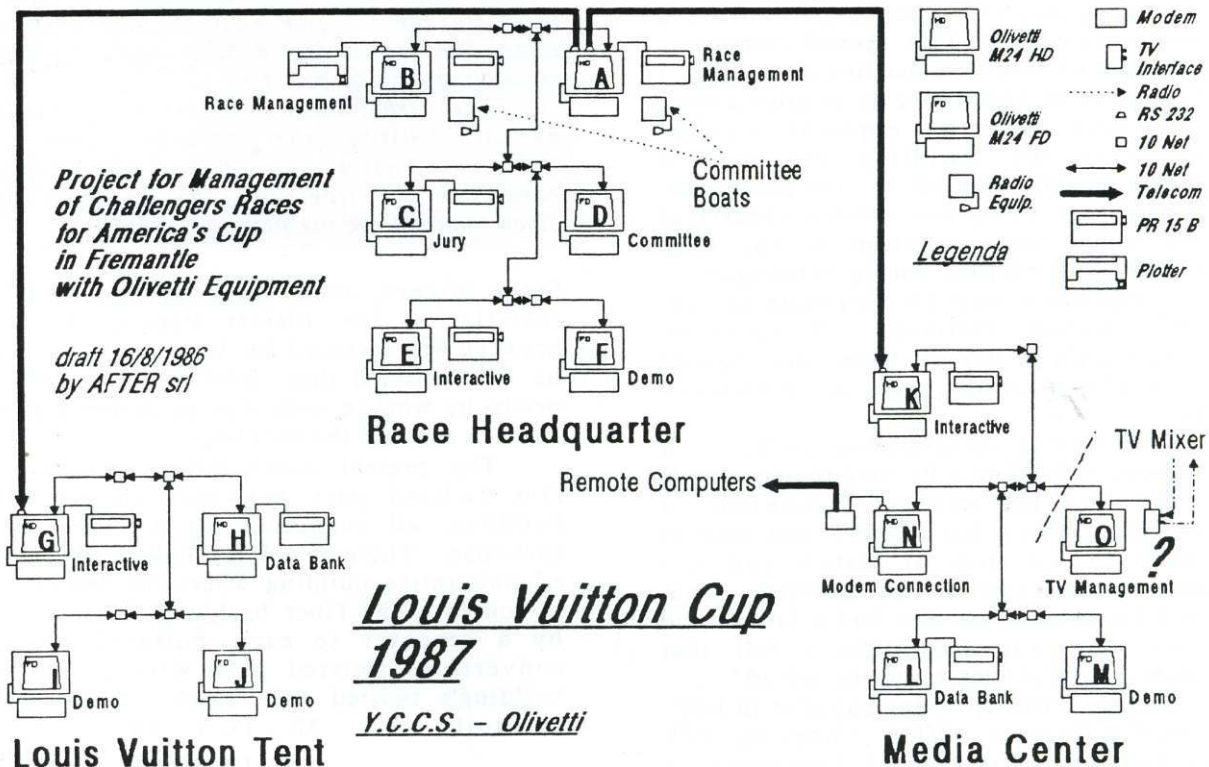
AFTER s.r.l. has been active in the field of management and data processing for sports since 1982, with a specialty in the sport of 12 metre yacht racing.

The Italian developer's package was instrumental in managing the recent America's Cup held in Australia in February of this year.

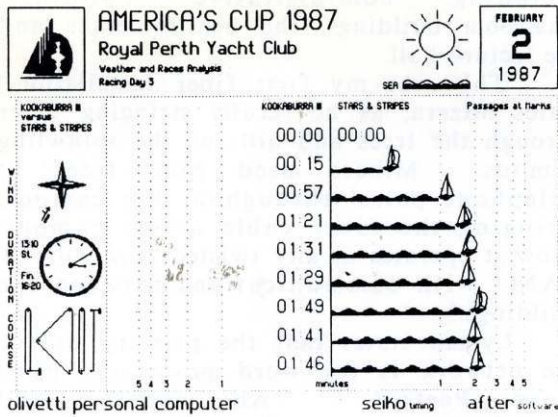
Filacchioni's company was chosen fill the data processing needs of the event by the International 12 Metre Yacht Association, through its work with the Italian yacht club, Cosca Smieralda - the Italian challenger.

"Our software was totally developed in-house," he explains. "We work closely with Olivetti, using their equipment." Over a year ago, Olivetti introduced After s.r.l. to the 10-NET LAN, and they were able to expand their use of the software - making it multi-user.

Using 25 Olivetti PC's and Fox's 10-NET LAN, Filacchioni covered the America's Cup from many locations, including the Perth Race Headquarters, the Media Center, the America's Cup Information Center, the



America's Cup...



Syndicate House where Italy's Yacht Club was housed and in several hotels in the area. All the PCs were networked and all locations were connected by modems and AFTER's in-house software.

"We had some PC's set up as demos," states Filacchioni. "The Media Center was 'user friendly' so that the journalists could access the information they needed on an individual basis."

"Journalists, audience and jury had at their disposal, at any time, provisional and final results, time differences between yachts, statistics on their performances and graphical analyses," states Filacchioni.

Filacchioni created a Data Bank containing all the information on the yachts, yacht clubs, syndicates, crews, and sponsors of the yachts racing in the America's Cup.

Filacchioni's work began long before the well-publicized final event between America's "Stars and Stripes" led by Dennis O'Connor and Australia's "Kookaburra" navigated by Ian Murray.

"We were in Australia for five months to cover the races," states Filacchioni. "There were 223 elimination races in all to choose the challengers for the America's cup event." There are three round-robin races held, he explains, leading to semi-finals and finally to the two famous contenders.

After s.r.l. has also covered the 12 Metre World Championship Race that was held in Sardinia in June and the Admiral's Cup, hosting over 50 Yachts in the English Channel in August.

The company's team of five technical experts and additional aids travels around the world to lend high-tech expertise to the age-old sport of Yachting. But the company has not limited itself to the sea - "We cover cultural and skiing events also," states Filacchioni. His company has developed software to handle skiing races like the World Cup and the World Championship, athletics like the Marathon European Cup and even slalom-skating.

Editor's Notes:

Greetings:

When Fox/DCA contract was announced, I had many distressed calls from resellers around the world because reference was made to "10-NET, an entry-level LAN" in the press.

It seems our resellers' perception is that 10-NET is definitely **NOT** in the entry level category. Simple to install? Yes! Easy to use? Yes! Twisted pair, one mgb/sec - yes! **But there's too much functionality to call it entry level, they say.**

There are businesses around the globe using 10-NET - each unique. From the corporate MIS world to small business office.

The product is being used in the mountains of California and the mountains of Nepal - in schools from Geneva to China - in banks from Casa Blanca to NYC - in ships from the Persian Gulf to Pearl Harbor - in sports from Australia's America's Cup to England's Wimbledon - In publication offices from Sweden's Reuters to New York's LAN Magazine - in governments from the FBI to the French PTT - In factories like Del Monte's QC, in engineering like Foxboro's CAD department, in insurance firms, law firms - OK - I'll stop. You've got the point.

Why is this product permeating the market, expanding the base world-wide? Gaining acceptance from techies as well as novices around the world?

Because it's **easy!** It's **adaptable!** It's **flexible!** It's **installable!** And it's got **power!**

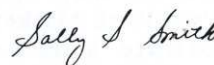
And I **KNOW** it's simple to install folks, because last week after dinner at my house, Andy Powell installed 10-NET on my IBM XT - while the the rest of us shot a quick game of pool. Took five minutes. So -I excuse those people who called 10-NET an "entry level LAN." Anything that simple might be mistaken for entry level.

But, with our new marketing program, we'll inform the world of the functionality, versatility and power this easy-to-use easy-to-install LAN really has. No problem!

It's only the beginning, folks - **JUST WATCH US NOW!!!!!!**

Keep in touch -

Sally S. Smith



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