



October 21, 2010

To Whom it may Concern,

Precision Race, LLC is a timing and race management services company based in Raleigh, NC. We provide timing services and race management support for running and cycling events throughout the Southeastern US and beyond.

As a Jaguar "beta" customer and one of the leading Jaguar timers, we are in a position to provide first-hand feedback on the performance of the Jaguar timing system as well as our experience working with Innovative Timing Systems (ITS) and its founder, Kurt Hansen.

We have seen and responded to some completely inaccurate online assessments of the Jaguar written by people who admitted to having no direct experience with the product. We wanted to take this additional opportunity to set the record straight for anyone who might be considering purchasing Jaguar or hiring a Jaguar timer for their very important event.

After managing races for years and hiring other companies to time our events, we found that we were never quite satisfied with the performance and service offered by these companies. We thought that there must be something better. Technology had advanced so much in the past decade, but timing systems seemed to lag behind.

We decided to investigate the possibility of timing our own races. We recognized that with at least 5 other timing companies in our local market, breaking into the timing business would require us to distinguish ourselves from others. How could we expect to win market share offering the same old timing technology everyone else offered?

With a technical background in engineering and significant experience in managing software development for real-time applications, we spent almost a year investigating timing technologies and systems.

The conclusion was clear - there was no other timing system in existence that came close to the performance, flexibility, and features of Jaguar.

Since then we have used Jaguar in a wide variety of running events from small neighborhood 5K's to marathons with many thousands of runners. We have used Jaguar in events ranging from straight-forward, single-division "gun start" races to complex events with multiple divisions and distances racing simultaneously. We have also timed cycling road races and time trials.

Runners and cyclists *love* Jaguar.

For runners, the Jaguar disposable bib-chip system is absolutely simple to use. All they have to do is wear their bib in front. There is no timing chip to put on their shoe or complicated and finicky timing tags to deal with. There is no congestion at the finish line. If they go to advanced packet pickup, there is no line to wait in on race day. And while no chip timing system will guarantee 100% chip read rates, we come very close - closer than the read rates achieved by the timers we used to hire.

Ease of use and dependability under any conditions is just the beginning of the Jaguar difference.

We offer the full range of Jaguar "Real-Time Results" capabilities which allows us to provide a race experience unlike anything race participants have ever experienced before. These Real-Time Results features include:

- Jaguar Announcer Race Clock, which displays participants' name and time on large flat panel as they cross the finish line.
- Jaguar Announcer's Results Display, which continuously scrolls through finisher's names and times on another large flat panel .
- "Touch-Screen Results Kiosks" where runners type in their bib numbers to instantly see their personal results - and print them out.
- Runners who register for our SMS feature receive text messages with their split and/or finish times shortly after they cross each timing point.

With Jaguar's Real-Time Results features we have eliminated the need for runners to wait for an occasional results printout. When they cross the finish line their personal results are waiting for them!

It is fair to say that Jaguar has raised the bar on the race experience. Jaguar allows us to differentiate ourselves, offering a premium service - at a premium price. And for our premium price Race Committees get to offer a race experience that delights their participants and grows their events.

The features of Jaguar would only go so far if the system didn't perform well or the service and support were not top-notch.

As for performance, Jaguar simply works great. With its flexibility we can configure it to do whatever we need - and to do it well.

Kurt and ITS are always innovating and moving the product line ahead. Kurt actively seeks input from his customers on what we need from the product. Whether our requirement is a small change to existing functionality or a radical new feature to move Jaguar even further ahead of the competition, Kurt is "all ears".

In the event that we have the occasional problem or need help with a challenging new race scenario, Kurt and the ITS team are extremely responsive. We have called at all hours of the day and night - during weekdays and on weekends - and have always gotten an immediate or very prompt response. I have never worked with a vendor who supported me as well as ITS. I genuinely feel that they are on our side and helping us to succeed.

Jaguar is an amazing product supported by the best support - all backed by an ongoing focus on innovation that probably has all other timing system companies scrambling for some effective response.

With the power, performance, and premium experience offered by Jaguar, we continue to grow our timing business, winning ever larger and more complex races. We are confident that with ITS in our corner, we will continue to succeed.

Sincerely,

*Bruce Bokish*

**Precision Race, LLC**

[www.precisionrace.com](http://www.precisionrace.com)