

New chip on the block

The merger between the sports timing companies AMB-i.t. and ChampionChip, which took place a year ago, has given birth to a new name. Richard Brandenhorst outlines the implications

MYLAPS is set to become a watchword among runners all over the world. Serving both active and motorized sports the new brand aims to meet the needs of timekeepers, clubs, event organizers, federations, racers, and spectators.

Since 1983 AMB has made its name in motorized sports and professional cycling events providing timing systems for the UCI World Championships, the Olympic Games, and the Tour de France. ChampionChip built its reputation by offering reliable timekeeping for mass participation running events, and has led the field for the last 15 years. MYLAPS is the new brand that originates from this partnership of two Dutch-based world leaders in timekeeping.

MYLAPS chief executive Bas van Rens says that "this is the time for us to invest in our existing products and new technologies. This investment in a new brand will allow us enhance our customers' experience of sport."

Other facilities than timing are available, including event planning, event registration and GPS tracking. The new MYLAPS website consolidates previous content under the new brand name, and will allow runners to find and analyze relevant information more easily – above all their race results.

The company plans to continue promoting the eco-friendly solutions pioneered by ChampionChip, including resilient, 100% reusable chips easily recycled back into raw materials

Any "Green checklist" used by race organizers should consider:

- Where the system is made. MYLAPS production (ChampionChips and systems) is in Holland under strict European environmental legislation.

- The impact of transportation. Systems and chips are shipped directly from Holland or through regional offices in Atlanta and Sydney to as close as possible to the end user.

- Materials used, and ease of recycling. The main materials used are plastic and copper wire. The production process allows for return of damaged chips to the manufacturer to be shredded and reused for new chips.

- Re-use of the system. The re-use rate for personal (yellow) chips is 100%. All other chips that are returned to MYLAPS are also reused. The return rate for disposable chips is well over 30%. Free "Return your chip here!" stickers help to maximize the re-use of these chips. Alternatively runners can keep the disposable chip as an event souvenir.

Timer chips are by definition re-used at every race.

ChampionChip is doing business in an eco-friendly manner and has been doing so for years. Here are some suggestions about what you can do to keep your racing eco-friendly:

MYLAPS Run personal ChampionChip:

If you take part in more than one race a year you should consider getting a personal ChampionChip. They automatically store times you record in races and training runs done at MYLAPS Run TimePoints (see boxed text). They last just about forever, but they can be recycled. When you own a (yellow) MYLAPS Run ChampionChip transport and handling are eliminated as you register and bring your chip to each event yourself. The more runners that use a personal chip, the lower the impact on the environment.

MYLAPS Run Timer ChampionChip:

If you don't want to own a personal ChampionChip or you do not run that frequently, you can sign up to a MYLAPS timed event and rent a Timer ChampionChip. These are owned by the timer and reused all the time, reducing the impact on the environment. They do require collection and reissue each time, but they leave no waste.

MYLAPS Run Event ChampionChip:

The event chip can quickly be removed from the shoe, can be re-used, and is easy to recycle. It is an eco-friendly and low handling solution

MYLAPS

SPORTS TIMING

for mass running events. You can return the chips after the race for recycling. The MYLAPS Run take back program attempts to maximise recycling, although runners sometimes

keep them as a memento of the race.

When entering races check what timing system is used to ensure you get the most out of your race and run it green.

TimePoints

Thousands of athletes already own a personal yellow chip making race registration quick and easy. The same personal chip can also be used at permanent ChampionChip TimePoint installations around the world, providing runners with valuable training feedback. To promote local usage, special TimePoint chips are available that only work on the local track.

The TimePoint network is growing, with practice installations in Britain, Sweden, Italy, Hungary and The Netherlands. The latest Timepoint was a second installation in The Haarlemmermeer, near Schiphol Airport in the Netherlands. The number of users of their first system rose almost 60% in the last year, from 380 to over 600.

More and more cities are considering installation of a TimePoint as part of their city marketing initiatives and to promote a healthier life style to their citizens. TimePoints help to enhance the user's experience of traditional sports facilities.

To keep track of the growing network of TimePoints, check the MYLAPS website. If you would like to see such a system introduced in your region, contact us via our MYLAPS Run support section or ask the sports department of your local town to contact us for more information.



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