

PRESS RELEASE

SWIMTRAXX LAUNCHES FREE DEMO OF ITS MOBILE APP.

Today Swimtraxx released a demo of its mobile app in in the App Store as well as on Google Play. The launch marks the beginning of the final countdown towards the production of Swimtraxx One.

The app goes hand in hand with their head-worn tracking device, Swimtraxx One. Swimtraxx One is capable of collecting a ton of data about a swimmer's workout and the app translates that data into easy understandable metrics. To be able to show the ins and outs of this app, Swimtraxx provides a set of sample data to give an idea of how in-depth a workout can be tracked and analysed.

Founder and CEO Jeroen Lecoutere is quite proud on the achieved teamwork: "We have put a lot of effort in creating a relevant and efficient digital experience for our swimmers and coaches worldwide. Before, swimmers and coaches needed to take notes on a wet piece of paper to note down split-times, heart rates, strokes count, etc... From now on, they can put their focus on their workouts and technique. Swimtraxx One automates the data collection process."

This sneak peek gives athletes and coaches insights in how swimmers will be able to track their workouts, how user friendly the app is and what Swimtraxx One is capable of.

Swimtraxx is offering a significant but temporary 200 euro discount on preorders for Swimtraxx One. Go to swimtraxx.com/preorder to get yours today. The Belgian start-up expects to be producing units by August 2020 and will be decreasing the preorder discount as that date approaches.