

OLIVETTI AND INTERNATIONAL SPORT: A Winning Combination

Competitive sports are predicated on immediate access to results. And the demand for accurate sports data has made computers the indispensable companion of athletes, technical experts, sports-casters, journalists and fans.

Olivetti has contributed significantly over the last ten years to the development and refinement of sports data processing, extending this EDP application to skiing, golf, track, cycling, archery, motor sports and, since 1982, to sailing.

The information office for the 1987 Challenge of the America's Cup in Perth, Australia was handled by Olivetti. The America's Cup Trophy represents 135 years of yachting competitions and this event is responsible for the first real exchange of international sport. To date, over \$1 billion has been spent in the pursuit of winning this prize.



To close the immense communications gap between "down under" and the rest of the world, Olivetti provided equipment, technical assistance and innovative graphics programs which tracked the exciting results of the pre-qualifying Louis Vuitton Challenger Series, held in December and January.



Schoolchildren view America's Cup updates at South Street Seaport Museum.

The winner of the Louis Vuitton Cup, *Stars and Stripes*, gained the right to compete in the final, best-of-seven America's Cup Series against the Australian *Kookaburra III*. In 1983, the Australians broke the longest winning streak in sports, held by the United States. *Stars and Stripes* won back the America's Cup on February 4, 1987.

During the pre-qualifying series over 200 races (three round robins, a semi-finals and finals) were tabulated with the results sent out worldwide by way of **Olivetti M24 Personal Computers** and assistance from AFTER Software, contracted by Olivetti for the past two years for this event. In addition to the daily results, a tremendous data bank on the participants and the history of the event were also compiled.

During the challenger series, Olivetti USA provided an M24 and technical assistance to The America's Cup Information Center located at the South Street Seaport in New York City. This exhibit featured the history, technology and racing updates of the competition.

The demonstrator software program for this event contained over 25 graphic screens and a direct telecommunications line from Australia to continually update the racing data. An estimated one million exhibit visitors viewed the exciting racing results at the Seaport via the M24.



Colorful America's Cup pre-qualifying information shown on M24 Personal Computer.

Another yachting exhibit at the National Boat Show in New York during January also featured M24 PC's linked with the Perth information center. **The Sailing Forum**, an on-line computer information service for sailing, acted as an "electronic yacht club" during the Boat Show. Up to the minute America's Cup news was exchanged through this computer network to sailing enthusiasts throughout the country.

Olivetti's technical expertise was also applied recently during the famous Paris-Dakar overland desert rally in which all types of motor-propelled vehicles competed. Olivetti computers sent race times and statistics via satellite to the main press center located in Paris.

Other 1987 world championship sporting events contracting Olivetti EDP services will include World Cup skiing and Formula One motor racing.



The Sailing Forum exhibits on-line services with M24's.