

## FOR IMMEDIATE RELEASE

### Velocomp Introduces the iBike® Aero

***Revolutionary new tools for aerodynamics measurement and superior accuracy and consistency help competitive cyclists go faster, easier.***

Ennis, MT (April 16, 2008) – Velocomp, the makers of the revolutionary iBike® Pro power meter, announced today the new iBike® Aero, the most sophisticated cycling computer ever designed for competitive cyclists. The fully wireless iAero™ includes all of the features of the iBike Pro power meter, offers new, simple, and exclusive measurements of aerodynamic drag effects, and provides even higher levels of power measurement accuracy and consistency.

“While wind-tunnel measurements of aerodynamic drag coefficients (CdA) are accessible to some cyclists, they are still way out of reach for the rest of us. We developed the iAero as an alternative product that not only measures power but aerodynamic drag, too,” states John Hamann, CEO of Velocomp, LLP. “The ability to improve ride position, test the aerodynamic benefits of the latest cycling equipment, and determine the optimal combination of aerodynamics and power are now all at the fingertips of iAero users, making the iAero a must-have tool for the competitive cyclist.”

And with the competitive cyclist in mind, the new iAero was redesigned to radically improve the iBike’s performance in high vibration situations such as rough-roads and fast down hills. The vibration resistance of the iAero has been increased nearly 4 times compared to that of the original iBike® Pro, almost always eliminating the “false watts” caused by road vibration.

Exclusive features of the iBike Aero include:

- Snapshot™ CdA
- Continuous™ CdA
- Time Advantage™ CdA

#### **Equipment and Position Evaluation: *Snapshot CdA™***

*Want to determine your best riding position to beat the wind, or test the aerodynamic impact of changing your equipment?*

With Snapshot CdA, iAero owners get a point-in-time measurement of their aerodynamic drag coefficient. Riders simply stop pedaling and coast for 10 seconds while holding their riding position. The iAero screen will display the rider’s CdA *right on the power screen*. The lower the CdA number, the less aerodynamic drag caused by the rider. Snapshot CdA allows cyclists to try out different riding positions, or change helmets or other gear. The iAero quantifies the aerodynamic benefits.

#### **Optimal Combination of Aerodynamics and Power: *Continuous CdA™***

*Looking to establish your optimal combination of aerodynamic positioning, equipment and power?  
Want to know instantly if you’re deviating from your optimum ride position?*

With the introduction of the iAero, Velocomp breaks new ground with a feature never before available in any cycling computer or power meter: *Continuous CdA*. Continuous CdA reports a rider’s aerodynamic drag coefficient *in real time, at every point of a solo ride, right on the iAero power screen*.

By riding with both the iAero and an additional wireless ANT™ + Sport direct-force power meter, riders can view power numbers and Continuous CdA numbers *simultaneously*, enabling them to determine their optimal combination of power and aerodynamics and to make adjustments during their solo ride.



### **A New Way to Win: *Time Advantage*™**

Perhaps one of the most impressive features of the new iAero is *Time Advantage*™. *Time Advantage* measures (in seconds) the cumulative amount of time a cyclist has gained (or lost) due to changes in ride position or equipment.

Riding with both the iAero and an additional *ANT*™ + *Sport* wireless power meter, cyclists benefit as the iAero translates their aerodynamic drag coefficient feedback into the actual time impact on their solo ride and displays it right on the screen, in real time.

In a sport where seconds matter, *Time Advantage* can tell a cyclist, in real-time:

- How much time does it cost to sit up to drink from their water bottle?
- How much time is gained by going into a tuck on that big downhill?
- How much time is being lost because fatigue causes a riding position to worsen?

Knowing your *Time Advantage* can help get you on the podium.

### **Powerful New iBike 2.0.5 Software Features**

Using either a wireless *ANT*™ + *Sport* or traditional power meter in combination with the iAero unlocks new and exclusive features in the iBike 2 software. Now riders will be able to relive their ride through Continuous CdA and Time advantage data. This amazing information provides a new and exclusive way to improve training regimens and overall competitiveness.

### **About Velocomp, LLP**

Velocomp, LLP is a sports technology company based in Ennis, Montana. The first in the bicycle industry to deliver advanced power measurement at a mainstream price, Velocomp is dedicated to product breakthroughs in the areas of performance, measurement, design and value. Launched in June 2006, thousands of iBike Pro power meters are being enjoyed worldwide. [www.iBikeSports.com](http://www.iBikeSports.com).

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