



## RuggON Helps Artemis Racing Analyze Data and Claim Victory

Artemis Racing, a professional sailing team with long tradition and Swedish heritage, claimed victory at America's Cup World Series Chicago, a global classic sailing race from June 10 to 12, 2016. Teams from all over the world competed in the foiling action, where Artemis Racing, put together skillful, consistent and well-managed efforts in their regattas to win the event on Lake Michigan, Chicago, with the best overall score. According to team coach Nathan Outteridge, consistency throughout all four rounds of the race was key to achieving victory, and RuggON's PX-501B tablet helped the coach in tracking, recording and analyzing data throughout the event.

### Challenge

The coach of a professional sailing team needs a rugged and portable system to track and monitor the crew's sailing records, including wind speed, routes, boat speed, time spent, currents, crew shifts and manpower for practice analysis. As the coach works on the water from the support rib, mobility and reliable wireless connectivity are critical factor, as is the system's durability in harsh outdoor environments.

### Solution

RuggON PX - 501 B, a rugged and durable tablet with sunlight readable display, IP65 sealing, and dependable wireless connectivity to help the team in training and practice runs.

### Result

With the rugged tablet, the team's coach was able to collect and review data at each practice, allowing on-location analysis and optimization of crew member time management. This helped the team emerge overall winner of the World Series in Chicago.



The America's Cup World Series is an international sailing event featuring the best sailors from all over the world to compete on foiling. It is also the first stage of the 35<sup>th</sup> America's Cup which will have its finale in Bermuda 2017. In order to win the race, all the factors that affect the time spent to complete the course, including human and weather conditions, have to be analyzed and reviewed after practices.

While most consumer tablets become unreadable in direct sunlight, Artemis Racing's coach benefitted from RuggON PX-501B's excellent sunlight viewability and readability. The coach would have a hard time directing his crew during practice if he couldn't view the data on the display. This was not a problem as the PX-501B delivers high levels of clarity and brightness even when the tablet is exposed to direct sunlight. This enabled the coach to easily read the display and give the appropriate directions to his crew.



Superior durability in harsh environments was another key reason why Artemis Racing chose the RuggON PX-501B. During practice runs, water often splashes on deck and may soak the coach while he is working on the boat, holding the tablet. Most consumer-grade tablets would quickly fail

under such conditions, as they cannot handle such exposure. RuggON PX-501B's IP65 certification means the coach can go about working with the team without having to worry about splashes.

Completely reliable wireless connectivity is another critical factor. During practice, the coach relies on real-time capture of yacht sensor data and speedy back and forth communication with the server to process information and make the right decisions. Once connection is set up between the PX-501B, the server, and various vessel sensors, the coach receives instant information on wind speed, current, boat speed and other factors that impact performance and completion time of each practice run.



This data becomes a valuable reference for training and crew management strategies. For instance, it allows the coach to advise the crew on how to best deal with certain wind speeds and current levels, as well as managing manpower rotations while maintaining constant speed.

Putting to use the data collected by the PX-501B during practice, the crew was able to optimize boat handling and really nailing those challenging jibes. Artemis Racing proudly claimed victory at Louis Vuitton America's Cup World Series Chicago on a beautiful Sunday with perfect weather conditions and enthusiastic crowds.