

Writemedia



Llywodraeth Cymru
Welsh Government

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Pembrokeshire-based Writemedia, a leading software development company, has created an innovative athlete management software application that has revolutionised the complex and varying training needs of elite athletes.

Writemedia have developed an innovative system, called SportZone, which supports athletes while training. The system, also supported by a mobile app, is an all-encompassing application that combines video and data analysis. The app features modules on coaching, strength and conditioning, nutrition, and notational video analysis. SportZone can also monitor groups through the unique scheduler that links all users' smartphones and tablets to the system.

Funding from Welsh Government's SMART programme enabled Writemedia to develop SportZone in-house and promote the new system within Welsh sport. The business now has clients as far afield as New Zealand, as well as working with the Welsh Boxing team up to and during the Commonwealth Games 2014.

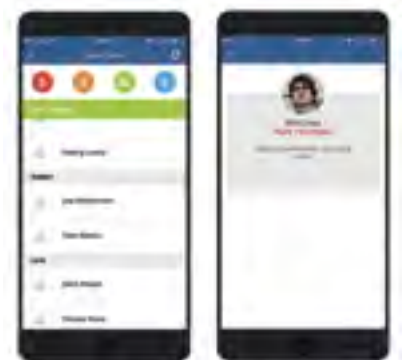
In its latest development, SportZone is now being used in Welsh schools to promote fitness and athletic

development. The first pilot school is Ysgol Dyffryn Taf School in Whitland, Carmarthenshire, which has pioneered the online fitness program '3T'. It is hoped that this initial installation, which will reach 900 pupils, will see the roll out of the application in schools across Wales.

The funding has enabled Writemedia to grow and recruit highly skilled individuals in a region where there are few technology businesses. The company now has a leading group of developers accredited with skills to build high end web solutions using the latest in mobile technology. The support for R&D has provided breathing space for the business to become technically advanced in the sector and the continuous investment and

advancement in technology has placed the business ahead of any competition.

Partner at Writemedia, Steve Penney said: "We've had first class support from Welsh Government in both project development and technology support for employee training that has brought Writemedia's skills to the forefront in this sector in the last 10 years. Without this support, we would not be delivering our solutions to organisations in Wales and across the globe."



To find out more about funding and support from the Welsh Government:

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