

FOR IMMEDIATE RELEASE

ZEPHYR'S PSM PROVES SUPERIOR IN HUMAN PERFORMANCE LAB TRIAL

Annapolis, Maryland –July 14, 2010: Zephyr Technology, developers of Physiological Status Monitoring (PSM) solutions for Defense, First Responders and the Sports Academic and Research markets, announced another validation of PSM Training from the Human Performance Laboratory at the University of Wisconsin.

In an Abstract presented today at the 2010 NSCA National Conference, Dr. Ann Snyder, Professor; Director of the Human Performance Laboratory at the University of Wisconsin, concludes that coaches can use Physiological Status Monitoring (PSM) to initially assess Ventilatory Threshold (VT) and track individuals in training and competition.

The trial used both a traditional gas analysis system and Zephyr's chest-worn PSM Training Solution. Eight trained individuals in a lab setting executed a modified Conconi protocol. "The results from both systems were similar, proving PSM's superiority for Strength & Conditioning Coaches, as it can be used in the field to assess and track multiple individuals over time. The future of team sports and performance training requires a single device to present contextualized vital sign information and group reporting...all of which Zephyr can deliver today," says Marcelo Aller, CSCS CPT HFI and Zephyr's Director of Sales.



University of Wisconsin Abstract Recommends Coaches Consider PSM

"Human Performance Laboratories and Training Centers supporting Defense and First Responders will be able to use this trial as a model, to more efficiently conduct field assessments to ensure mission readiness," says Steve Small, VP Business Development for Zephyr Technology.

The Abstract entitled "Use of Physiological Status Monitoring System to Determine Ventilatory Threshold" can be found at www.NSCA.org; Control Tracking Number 10-A-329-NSCA.

About Zephyr Technology

Zephyr Technology is a global leader in real-time performance and biomechanical monitoring or "Physiological Status Monitoring" (PSM) solutions for Defense, First Responder, Training and the Academic Research markets. Zephyr Technology leverages a world class team of engineers, scientists, physiologists and business experts.

Founded in 2003, Zephyr Technology has been a pioneer in the use of PSM in training and high stress operational environments. The company's ongoing collaboration with fire departments, NASA Ames Research Centre, National Guard Civil Support Teams, and US Special Operations Forces has been invaluable in the development and validation of Zephyr's technology and its application in the most extreme operating environments to **Measure Life. . . Anywhere!**

Press Contact:

Asher Gendelman
Zephyr Technology
Phone: 443-569-7223
asher.gendelman@zephyr-technology.com
www.zephyr-technology.com
Twitter: <http://twitter.com/ZephyrAnywhere>

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