

THOUGHTS Newsletter



World's leading biofeedback equipment company, **Thought Technology Ltd.**, announces a two-year sponsorship of **Canadian Gold Medal Speed Skater, Olivier Jean.** Olivier Jean will be the face of Thought Technology's Peak Performance division.

Thought Technology Ltd. Sponsors Canadian Gold Medal Speed Skater

Olivier Jean who won a Gold medal at the Vancouver Olympics in 2010, trained extensively with Thought Technology's ProComp Infiniti psychophysiological monitoring and biofeedback system as part of his training program with Dr. Pierre Beauchamp, the mental conditioning coach for Speed Skating Canada. As an ambassador for the brand, Olivier will make guest appearances at events and will share thoughts, pictures and videos as he prepares to compete in the Sochi 2014 Winter Games.

Thought Technology Vice President and co-founder Lawrence Klein said, "We are both proud and honored to partner with Olivier in his pursuit for a gold medal. We first met in 2009 and what struck me the most about him was his positive attitude. He was recovering from a severed Achilles tendon and had not been able to skate for a year. His injury provided him time and the motivation to do mental training. When he finally returned to the ice, he immediately started winning races. It was as if he

had not missed a beat, because he trained mentally so consistently."

When asked how biofeedback has helped his training, Olivier explained, "Biofeedback taught me to know what top performance feels like and how to reproduce the mental state at the right time, every time. Instructions from my coaches and sports psychologist helped me learn. Short Track speed skating was so fortunate to have Thought Technology in our home town. Pierre has used their instrumentation for decades in a wide range of sports, so he could really tailor it to our needs."

Dr Pierre Beauchamp, Olivier's mental conditioning coach during the 3-year preparation for the Vancouver Games, designed the mental and physiological training protocol, including state of the art reaction time equipment customized for Speed Skate Canada by Thought Technology engineers. Dr. Beauchamp explained the use of the equipment in the following way: "Our goal is to improve our sprinters ability to get off the line. In the 500 meter short track



Olivier Jean training with Pierre Beauchamps



Olivier Jean and Lawrence Klein

speed skating it's very important to get to the first block in the first turn, quickly. Two hundredths of a second in the Olympic games can make the difference between first and third. If we can improve in milliseconds the start of our sprinters, and get to the first block first, the likelihood that they can hold that position is much higher. Reaction time training, to be first off the line, is critical, and physical starts on the ice with long blade skates can be multiplied many times, with running shoes off the ice. The ProComp Infiniti's precise measurements allow the athletes to gain confidence when they see improvement."

Thought Technology Ltd.

Founded in 1975, Thought Technology is the world's leading biofeedback and physiological instrument manufacturer. Its products are used as an essential part of many therapeutic treatments and clinical assessment protocols in over 85 countries and are used by tens of thousands of clinicians in thousands of medical institutions. Each year, it puts together over 100 clinical workshops, taught by world authorities in their fields.

Thought Technology has a rich history in sports and peak performance. Its instrumentation has been used by the Coaching Association of Canada to train over 900 Olympic coaches. Elite Sport Psychologists, Dr. Vietta Sue Wilson, Dr. Cal Botterill and Jack Donahue, Coach of the Men's Olympic Basketball Team shared their insight, skills and knowledge, teaching coaches how to incorporate mental training into over a hundred sports. Thought Technology's arrival on the world stage working with Olympians has led to the use of its products by elite Football Teams like AC Milan and top NHL and NFL Teams. Always supportive of new research and development ideas, Thought Technology Ltd. continues to encourage special interest groups and clinicians to create cutting edge applications for its instrumentation.



"The ability to react quickly is essential to peak performance - whatever your sport. If you can increase your reaction time more rapidly than your competitors, you get an incredible performance advantage. In this way, reaction time training will maximize your athletic potential."

*Pierre Beauchamp, PhD
Mental Performance Consultant
Short Track Speed Skating Canada*



The Reaction Time Suite includes both continuous performance testing (CPT) and real sports reaction time training. The Reaction Time Suite takes standard CPT protocols (single, variable and choice) to the next level by combining reaction time data with time-locked EEG and physiology data, to allow direct linkage of response type to mind and body activity. The suite also includes training capabilities and offers unprecedented accuracy.

The real sports reaction time protocols are designed for biofeedback training in sports that demand quick reactions to trigger events. It includes screens for baseball, tennis, soccer, track and field, ice hockey and more to train for higher batting averages, better serve returns, more accurate penalty kicks, faster starts, and higher face-off percentages. Features use of push buttons, foot pedals and even raw EMG sensors, to simulate real sports actions by using EMG from muscle contractions to respond to events! Highly accurate, time-locked EEG, physiology and EMG allow in-depth analysis of mind and body activity during sports reaction time training.