

# ROW SMARTER ROW FASTER!

2012-2-13 SEASON



Dear colleagues!

Currently, biomechanical methods became important part of rowers' training. Biomechanics can bring invaluable information for coaches, improve their insight and increase efficiency of rowing technique.

BIOROW LAB (Biomechanics of Rowing) test your technique in any boat, at both training and race environment, with various level of complexity. Quick response time (usually within hours), accurate analysis, various forms of feedback makes it very powerful tool for achieving effective rowing technique.

Providing biomechanical feedback to athletes can accelerate development of efficient rowing technique and dramatically increase performance.

**Dr. Valery Kleshnev**

ROWING BIOMECHANICS CONSULTANT

Olympic champions  
Rasmus Quist  
& Mads Rasmussen  
(Denmark) on Biorow testing  
in season 2012



## DEVELOP YOUR IDEAL ROWING TECHNIQUE WITH **BIOROW LAB**

**BIOROW**  
BIOMECHANICS OF ROWING

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[www.biorow.com](http://www.biorow.com)

# BIOROW LAB SERVICE 2012-2-13 SEASON

## OUR MISSION

All regular rowers enjoy a fast and efficient boat run. Sometimes this enjoyment can be compromised by such problem as:

- A too short or too long stroke at catch or finish;
- Jerking or a too slow motion at some phases, such as “bum shooting”;
- Disconnection and inefficient coordination of legs, trunk and arms;
- Blade slip at catch or “washing-out” at finish.

These and many other problems hinder the improvement of rowers' performance and achieving their personal best. Many rowers are forever stuck with their technique – always looking for those elusive perfect motions, but unable to pinpoint why they “just don't feel quite right”.

BioRow Ltd. has extensively researched the biomechanical theories behind optimum boat and oar fit and coupled them with advanced data capture technologies. This enables the precise measurement and analysis of a rower's technique in a boat. The subsequent boat adjustment recommendations can be customised to their personal anatomy, strength, flexibility and rowing objectives.

In the last 20 years we have tested well over 10.000 rowers. A number of them became Olympic and World champions and medallists, among them James Tomkins & Drew Ginn (AUS) in M2-, Mark Hunter & Zac Purchase (GBR), Rasmus Quist & Mads Rasmussen (DEN) in LM2x and many others.

And, of course, we made it as easy to understand as possible! Do not be scared with numbers and charts! We provide very practical explanations at any level of your background knowledge. Our customers have included top World competitors, novice rowers, adaptive athletes, and Sunday afternoon leisure scullers. All are welcome and all are likely to benefit from, and enjoy, their technique improvement.

We are a specialist in Rowing Biomechanics offering a relaxed, private and value-for-money service, which gives hi-tech knowledge and experience straight into your hands. We test in your own boat or in our singles, and endeavour to explain the changes we make and the expected improvements. We continually seek feedback of your subjective impressions both during and after the testing.

## WHAT WE DO AND WHAT WILL YOU GET

We can come to your place or you could come down to us and run the testing at Dorney lake Olympic rowing course in Eton, UK or nearby on Thames river.

We quickly put our BioRowTel system on your or our boat (setup time ranges from 30 min for single up to 1.5 hour for an eight), which will measure the most essential biomechanical variables.

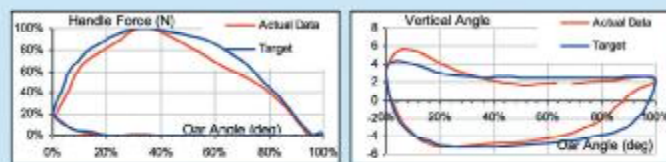
The collected data will be processed and typical patterns of your biomechanical variables will be obtained from many strokes for each sample of your rowing (at various stroke rates or sections of the race). Then, a report will be printed out, which contains the following main parts:

- A summary page with information about the boat velocity, acceleration, roll, pitch and yaw at different stroke rates;

- A summary pages for each rower with information about the oar angles, forces, blade work and segments sequence at different stroke rates;

- Pages for each sample with detailed information about biomechanical variables, which could be linked with still pictures printed from video.

- Evaluation pages for each rower, where the actual data is compared with target values and curves:



## PRICES FOR BIOROW SERVICE FOR 2012-2-13 SEASON

### If you come to us

BOAT TYPE	SETUP & FIRST CREW	EACH NEXT CREW
1x	£100.0	£50.0
2x	£150.0	£75.0
4x	£250.0	£100.0
2-	£120.0	£60.0
4-	£150.0	£75.0
8+	£300.0	£120.0

### If we come to your place

DAYS, MIN	DAYS, MAX	PER DIEM
1	10	£500.0
11	20	£450.0
21	50	£400.0
51	100	£350.0
101	200	£300.0

*Feedback session with data & video demonstration is £80 per hour*

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