



Argo Swim Video

The Sports Leader in Underwater Video Technology and Educational Analytics

Improve swimming performance with Argo's SmartCam technology. Our service can help swimmers and coaches pinpoint where improvement is needed with state-of-the-art technology. Here are some details about how our system can benefit you:

Technical Information:

- The entire SmartCam rig is constructed of carbon fiber tubing and 3D printed joiner-segments. It is relatively impervious to sun, salt and chlorine.
- The 3D printed underwater camera housing is completely waterproof. MJF (*Multi Jet Fusion*) is the preferred 3D method. This all-3D printed housing will not leak. Period. The rest of the camera rig is considered "dunk proof" — if it goes in the water and is immediately brought out, there should be no damage. *Note: This does not include the Samsung Tablet.*
- SmartCam software works with a servo motor to track the swimmer while filming, making the process extremely user-friendly. Just about anyone can quickly learn to do the filming.
- SmartCam folds up and fits into a rifle case for storage and transport. This process takes just 2 minutes. It can be checked on a plane legally, conforming to published size and weight restrictions. Full weight in case is 39 lbs. Camera weight is 18 lbs.
- Playback of any video requires the user to enter a phone number, then receive and enter a 6-digit code. This allows Argo to track all video playback; date, time, cell number, duration and frequency. All views for all videos are user logged in this manner.
- The SmartCam automatically texts "*last video taken*" and "*cumulative swimmer locker*" links after every recording. For kids under 18, all videos are delivered to a parent. Additional cell phone numbers may easily be added to the "*SMS distribution list*" for any given swimmer.
- All camera functions but one work without wifi. Text/iMessage "SMS" function only works when video upload to the AWS (*Amazon Web Service*) server is completed. This requires strong wifi and can take some time. (*Most of this process will occur at a coach's home overnight.*)
- Films 5 hours on a single charge. A spare battery is included. Recharging takes 3-4 hours, so continuous filming is no problem.
- Take a tablet to a swim meet, film heat(s) overwater, and swimmers will receive a text. Includes relays where multiple swimmers all receive texts.
- Pair the included *Android* tablet with a *Google ChromeCast* to stream directly from the camera rig onto a big TV on the pool deck.

Get Your Own SmartCam Setup:

- A \$3500 deposit is required to get in on the "*first build*". Our current first-build includes five cameras. Build-cycle-time is set to be about 6 weeks, with delivery in July.
- A one-year lease at \$1000 per month is required. Deposit applies to the lease "backend". So, months 9.5, 10, 11, 12 are essentially prepaid.
- For the first build cameras, all changes, both hardware and software, are included free of charge. So, your "one-year-from-now new camera" and your "one-year-old camera" should be virtually identical.
- We will guarantee your camera with a full refund of \$3500 at any time during the first year if you are dissatisfied – no questions asked.
- Our pre-order list is small, but growing. Two of the five teams on our list are planning to make money with in-house video clinics.
- Three teams plan to use this in "*link only*" mode for the first few months. Meaning, if you gather 50 swimmers who will pay \$20/month, and be happy with just the video-link, (no coaching included), filming those 50 once or twice a month for 2-3 minutes will cover the cost of your camera lease.
- This link-only approach allows for slow, organic adoption of video without the burden of review.
 - *Learn* to do the filming.
 - *Learn* to converse with the "50".
 - *Grow* into the use of this camera.
- I will deliver the camera personally and spend as much time as it takes to train coaching staff and/or others how to use it.
- A team with 4 sites is getting one rig and 4 tablets. So, each site will have the rig for one week a month to do filming. They will then have their own tablet and video-content year round.