

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 8 (1981)
Heft: 2

Artikel: Swiss Timing : Star of sports timing
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DOI: <https://doi.org/10.5169/seals-907829>

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SWISS TIMING: Star of Sports Timing

At the last Winter Olympic Games at Lake Placid, the Swedish contestant Thomas Wassberg beat the Finnish contestant Juha Mieto by $\frac{1}{100}$ sec. to win the 15 km cross country skiing race. By such a small margin, at the end of a race lasting over 40 minutes in which each skier covered the distance individually, Mieto lost the gold medal.

This is just one amongst many examples of the vital role played by sports timing. In all races against the clock (for example, skiing, bob, cycling, etc.), the order of the contestants can only be established by sports timing. In other sports where the order in which the contestants reach the finish is the determining factor, it provides an opportunity to estimate the value of each competitor's performance

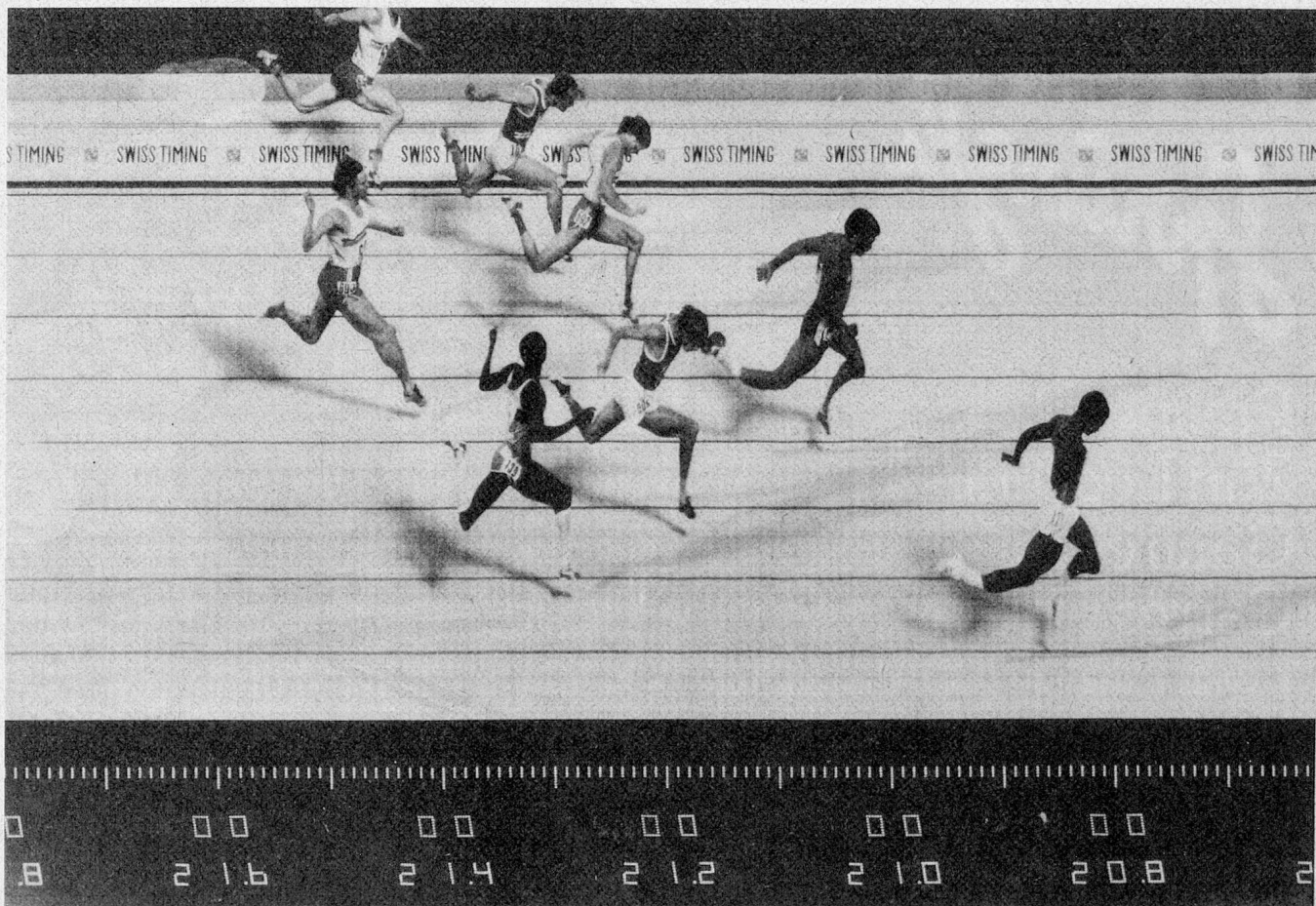
and the difference separating them. Swiss companies have long dominated sports timing. With only two exceptions, all the Olympic Games since 1932 and all the Winter Games since 1936 have been timed by Longines or Omega, which have become famous for timing all kinds of other high level world competitions.

While continuing their own activities, the two companies decided to join forces in SWISS TIMING to carry out the timing at a certain number of prestigious sporting events like the Olympic Games. So, on 3rd July 1972, as proposed by the Federation of Swiss Watch Manufacturers, they set up «SWISS TIMING». To handle its assignments this company enlists the services of the specialists and

technical equipment of its two partner companies Omega and Longines jointly. In this way it provides sports organisations with the best of Swiss timing services. The specialists within SWISS TIMING have developed special technical equipment for each sport. In close collaboration with the officials of the International Federations involved, this equipment is being constantly improved still further in the Swiss watch industry's research laboratories. It always represents the most advanced technology. The photo-finish camera, the false-start control equipment for athletics and the time printers, for example, have become very well known. The timing devices used in sports contests are guaranteed to vary

With the camera photo-finish.

(Longines photo)





less than $\frac{1}{1000}$ second over the space of 24 hours. Considering that most races only last for a few minutes, this gives an idea of the accuracy provided. Moreover, the capacity of this equipment is far from being wholly used. In fact, all

the times are registered to a thousandth of a second but only given to a hundredth, in accordance with the rules of the various sports federations.

This highly developed equipment is used by specialists in the field who

have long experience and have been continuously involved in a wide variety of situations. This experience is particularly useful in winter sports where the atmospheric conditions often demand particular skill on the part of those responsible for timing.

SWISS TIMING handles the distribution of timing information to the organisers of events, to the public (by display boards) and to those responsible for retransmission on television (by superimposing the times and rankings on the screen).

SWISS TIMING benefits from its special prestige in sporting circles and the organisers of the biggest world events call on its services. It is also true though that this company plays an important part in promoting our country. Through its work it acts as a reminder that if you want quality, precision and reliability, you can depend on Swiss services and products.

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