

FOR IMMEDIATE RELEASE: Thursday, May 25, 2023



USA Swimming to Utilize New Technology from Gerford AI

COLORADO SPRINGS, Colo. – USA Swimming and Gerford AI, an Australian Artificial Intelligence sports technology company, announced on Thursday an alliance focused on new technology for use by American swimmers.

The unique computer vision and AI offering will assist USA Swimming’s high performance team and coaches with time-efficient analysis of athlete performance. The AI technology will automate the tracking and analysis of swimmers, capturing data such as stroke rate, intermediate splits, and other key metrics while simultaneously providing coaches and staff with real time actionable data.

“An AI solution for our race analysis will advance the service we provide to our athletes and coaches significantly,” Matt Barbini, Director of Performance, USA Swimming said. “With this tool, we’ll be able to offer more accurate information on a faster timeline. This will improve our efficiency and increase the resources and information available to our athletes and coaches.”

The AI technology is in the final stages of development and will be utilized by USA Swimming later this month in preparation for the July 2023 World Aquatics Championships in Fukuoka, Japan and the July 2024 Olympic Games in Paris.

“Success in swimming often relies on milliseconds,” said Gerford AI CEO Iggy Jovanovic. “Developing an AI technology that USA Swimming can apply to the performances of their swimmers enables them to find extra milliseconds. We are thrilled to be working with the world’s most successful swim team for their performances and training leading up to Paris 2024.”

Keep up with all the latest USA Swimming news by following @usaswimming on Facebook, Twitter and Instagram. Check out our [News Notebook](#) which details programs, athletes and clubs that have made the headlines.

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About USA Swimming

As the National Governing Body for the sport of swimming in the United States, USA Swimming is a 400,000-member service organization that promotes the culture of swimming by creating opportunities for swimmers and coaches of all backgrounds to participate and advance in the sport through clubs, events and education. Our membership is comprised of swimmers from the age group level to the Olympic Team, as well as coaches and volunteers. USA Swimming is responsible for selecting and training teams for international competition including the Olympic Games and strives to serve the sport through its core objectives: Build the base, Promote the sport, Achieve competitive success. For more information, visit www.usaswimming.org.

Contact: Molly O'Mara Fillmore (719-291-6828 / momara@usaswimming.org)

About Gerford AI

An Australian sports tech company using AI technology and data analytics for performance analysis of athletes in Emerging Sports. Gerford AI provides insights and data analytics via computer vision through their proprietary AI technology. Working with Emerging Sports globally such as table tennis, beach volleyball, esports, winter sports and swimming. Recipients of their technology, data and insights include coaches, athletes, broadcasters and other media partners.

Contact: Rob Penner, Gerford AI Public Relations (media@robertdpenner.com)