

# Press Release

14<sup>th</sup> March 2014



## Swim UK Set for iPad Success

Swim UK has received the exciting news that it has been shortlisted as a finalist for the South East Technology Showcase (SETS) 2014. The awards are hosted by Jisc, a charity that champions the use of digital technologies in education and research.

It is Swim UK's innovative approach to using iPads for underwater filming that has drawn interest for the award. Apprentices and those training as ASA Level 1 and 2 swimming teachers have used iPads in order to film underwater stroke technique. This enables teachers to give quality, visual feedback of some aspects of swimming often unseen to observers. Not only does this improve the quality of instruction given but it allows instant feedback for swimmers.



Paul Smith, MD of Swim UK said, "It is a great achievement to be shortlisted for the South East Technology Showcase as it is unusual for a "swimming" related organisation to be linked to a new technology award". The final of SETS takes place on 2<sup>nd</sup> April, with nominees given the opportunity to present a 10 minute example of their innovate e-learning application. These finals promise to be the best examples of e-learning in the region and Swim UK are delighted to be amongst the finalists presenting.

**To watch video highlights of underwater iPads in action, see the following link:**

**<http://www.swimuk.co.uk/videos.html>**

**For further information regarding this article or any other aspect of Swim UK's role please contact Swim UK on 01273 43400 or email [info@swimuk.org](mailto:info@swimuk.org).**