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Below find a reprint of the 3 relevant pages of the article "" in "San Diego Daily Transcript":



Take Guesswork Out For Athletes

By KATHY DAY

San Diego Daily Transcript Staff Writer

Gideon Ariel's stubbornness with his coaches proved profitable for his future.

When the former Israeli Olympian's coaches tried to tell him what to do to improve, he suggested that he could help them develop a system to *show* athletes how to maximize their performance.

They ignored him, so he went off and created a biomechanical analysis system that gives graphic illustrations to professional and Olympic athletes — as well as weekend and aspiring jocks at this weekend's All-Star FanFest — about what's right and wrong with their movements.

The Ariel Performance Analysis System all starts with a video of the player's swing or throwing motion, taken from the side and back. The two separate angles are digitized, then turned into a stick figure on a computer screen, explained John D'Aquisto, former Padres pitcher who is now sports marketing director for La Jolla-based Ariel Life Systems.

The figure can be rotated to
Please turn to Page 5A

Ariel

Continued from Page 1A

analyze various elements of the motion such as speed, acceleration, velocity and torque.

Besides video, it can be used with electromyography or force platforms to achieve its goal of modeling "the human body as a mechanical system of moving segments upon which muscular, gravitational, inertial and reaction forces are applied."

In his competitive days Ariel was a shotputter and discus thrower. Now a recognized authority on biomechanics who holds a Ph.D. from the University of Massachusetts, he says of his system, "Human beings are creative, but we have terrible memories."

"Computers are ignorant, but their memories are infinite. You have to guide them step-by-step and channel your creativity through the computer software — which is the program created by human ingenuity."

"We can look at how the kinetic chain is formed and where it goes awry," he said, noting that the system has been used to analyze what made Babe Ruth such a powerful hitter.

They took an 'old newsreel and looked at where the force came from. They found that the Babe had a "perfect swing and didn't use that big stomach of his. It came more from his legs," D'Aquisto said. "Once he started, it was hard to stop. That's why he struck out so much."

Besides using it to find out what made the greats great, the system has been used by greats to make them even greater, or to help not-so-greats get better.

Edwin Moses, Olympic hurdles gold medalist, improved upon his already-stylish techniques, and L.A. Dodgers rookie Eric Karros — a San Diego native — has improved upon last season, when he was "hitting his weight (235) to gain a starting position."

Blue Jays pitcher Dave Steib is a personal project of Ariel, who is trying to help him recover from a

career-threatening back injury.

D'Aquisto, who moved from a career in bank marketing back to the world of sports via the company, spent 16 years in baseball — 10 in the major leagues. He thinks he might still be pitching professionally today if he'd had the system to keep him in form.

Today he pitches in an over-30s league, and can still go nine innings and throw a 90 mph fastball. "I learned to throw from my feet up and make my hips and legs work for me — even with a torn-up elbow."

Besides baseball, the system is used by professional golfers and tennis players as well as a wide range of Olympic athletes, including skaters and track athletes. It also has applications in general medicine, to help identify when patients are at risk of injury or to improve body mechanics following back surgery.

It can be used for gait analysis, job task analysis, injury quantification and rehabilitation, and with the added product of a computerized exercise machine has gained notice in the field of industrial medicine.

The company employs 52 at its Prospect Street offices and Sorrento Valley manufacturing facility, and another 60 or so in the field around the world and at its East Coast office in New Jersey. Ariel, who has been a consultant to the U.S. Olympic Committee, maintains an extremely sophisticated research lab in Orange County's Coto de Caza community.

Gadgets

Continued from Page 4A

needs." The book presents two basic tips in order to avoid user frustration. Norman advises that before people purchase the item they should try it out first; then, if there are complications with the merchandise, they should contact the manufacturer.

"Complaining to the manufacturer is the only way we are going to get improvement in new technology," Norman explained.