EVERY SECOND COUNTS
The world loves sport.

It’s no secret that the recent Summer Olympic Games were viewed – at least in part – by some 50% of the planet’s population. We are attracted to the spectacle of sport and to the great rivalries between some of the world’s most talented men and women. Above all, though, we are inspired by our fellow human beings who redefine what is physically possible.

Swiss Timing is privileged to be on the tracks, courts, and playing fields where the greatest competitions on Earth are staged. As specialists in sport timekeeping and data handling, we work closely with our sister Swatch Group brands like OMEGA, Longines and Tissot as well as with governing federations and athletes to ensure that each result is correctly measured, recorded, displayed and distributed.

Each of us at Swiss Timing is proud of an ongoing commitment to sports timekeeping technology: our innovative starting blocks with false-start detection systems, the now-familiar touchpads in swimming pools, incredibly precise photofinish cameras and a new timer that boasts mind-boggling accuracy. With creative virtual graphics, Swiss Timing also enhances the experience for spectators and television viewers.

Our role is primarily behind the scenes where our position aptly reflects the neutrality of our home country. But the next time you see a new world record in a 100-metre sprint, a swimmer keeping pace with a virtual record line or a puck finding its way into the back of the net with tenths of a second remaining in an Olympic ice hockey game, know that the timekeeping and data handling specialists from Swiss Timing are nearby, capturing each thrilling moment.

Alain Zobrist
CEO of Swiss Timing LTD
Swiss Timing, a Swatch Group company, is one of the world’s leading sports timekeepers. Its global reputation is based on an unparalleled range of services and a legacy of innovation. Swiss Timing not only provides timekeeping, data handling, and results distribution, it is also behind the development of the industry’s most important technology. For more than 40 years, Swiss Timing has been one of the most trusted and innovative names in sport.
There’s no question that timekeeping is one of the key components contributing to the excitement of a sporting competition. Without the ability to measure the times and distances that separate a winner from the runner-up, competition as we know it would be impossible. Without timing, there would be no world or Olympic records.

Swiss Timing has unparalleled experience in sports timekeeping. We are committed to the art of measuring time with precision and reliability, using technologies developed to meet the most exacting of standards in every sport.

The technologies we have developed or adapted to time the world’s favourite sporting events include some of our industry’s truly iconic devices:

- The electronic start system
- Starting blocks and false start detection systems
- Scan ‘O’ Vision photofinish cameras
- Photoelectric cell technology
- Transponders
- Wind measurement technology
- The Quantum Timer and the Quantum Aquatic Timer
- Swimming pool touchpads

At the world’s leading international sporting competitions, no one knows who will be standing on the medal podium but one thing is certain: their winning – and often record-breaking – results have been timed, measured, recorded, and distributed by Swiss Timing and its partner brands.
An outstanding athletic performance is always the face of any successful sporting event. However, anyone who has ever been involved in the organisation of a competition – regardless of its size and scope – knows that what goes on behind the scenes dramatically influences how an event is perceived.

Knowing that issues like technology, staffing, and planning should never distract attention from the sporting event itself, Swiss Timing has developed an Event Management System, a comprehensive yet efficient and economical solution that creates logical connections between all aspects of the competition and event management.

This integrated system uses state-of-the-art client-server technology that makes relevant information available to an organizing committee’s event managers, thus accelerating management processes and decisions.

Event management requires the coordination of a complex range of activities. A vast amount of data has to be recorded and processed. The Swiss Timing Event Management System gives everyone involved in a sporting event an easy overview of all relevant information.

We have developed a sub-system dedicated specifically to registration, accreditation, and sport entries that allows the efficient gathering of relevant data to confirm the credentials of international federations, athletes, volunteers, and the media. This information can then be provided for the production of accreditation badges.

A central results database stores all competition-related information including reports sent by on-venue timing and scoring systems. In addition, the database allows the management of further data such as schedules, medal standings, competition background, news, weather, and more.

A results information sub-system tracks schedules, participants, start and results lists, and medal tables. These can be transferred immediately to the central results database and accessed by the press at any venue via intranet terminals or by Internet on their PCs. Fans can also follow the competition on their own PCs to find out how their favourite athlete (or country) has performed in a specific event.
The Commentator Information System (CIS) is a database used by journalists and the media prior to, during, and after competitions. The CIS contains the official results and information provided by Swiss Timing and its sister brands along with supplemental information from a variety of sources.

The CIS can be displayed on a PC screen using a keyboard or touchscreen, or on teletext monitors fitted with a keypad. The information can also be broadcast using a wireless network and custom client software.

Broadcast journalists use the CIS to interpret, enhance, and/or comment on a given competition during the event, in real-time. This allows the media to follow a competition on television and deliver more information than those in attendance at the venue. This experience enhancement for the broadcast audience contributes to the enormous popularity of sport on television.

Journalists also make use of the CIS to add intermediate times, athlete biographies and career performance records, competition start lists, results for qualifying heats and medal round competitions, individual and team rankings, and medal counts. Swiss Timing ensures that these media have the information they need second it’s available.

The Swiss Timing Games Information System (INFO) enables the organizing committee to collect event-specific information and to distribute it to web clients via their computers and terminals both at the venue and worldwide.

The system retrieves information from event managers and individual competitions. This is reproduced in a user-friendly configuration designed to match the look and feel of the games, using the layout and colours associated with the event or sport.

The system can be set up to accommodate manual and automatic input of the results, depending on the existing infrastructures at a given competition.

The Swiss Timing Games Information System includes an impressive array of parameters including:
- Information system administrator rights
- Customer-definable participant identification
- Management of results data and lists as well as events and specific race units
- Definition of individual and team contests
- Management of teams and their members
- Management of medal tables
- Sport-specific reports
- Importation of results data
- Display of schedules, start lists, result lists, and medals tables
- Printing of data in the look of the games
LOOK & FEEL THE GAMES

Swiss Timing’s wide-ranging offer of TV graphic services has been designed to ensure that networks and sportscasters around the world can offer attractive, high-quality graphics tailored to the specific needs of any sporting event.

Swiss Timing has worked extensively with national and international television networks as well as with the Olympic Broadcasting Services (OBS) to create graphic layouts that communicate “the look of the Games” – one of the most important aspects of broadcast branding.

The event and competition graphics, including schedules, start lists, results, etc., all reflect the same essential graphic design and are important components of the look that defines each event.
The size of the viewing audiences for televised sporting events is mind-boggling. For example, the IOC has estimated that half the world watched some part of the Rio Olympic Games. Part of the attraction is the excitement of watching top-level competitors, but the variety and quality of virtual graphics have enhanced the spectator and viewer experience, making the competitions even more compelling.

SUPPORTING THE PRODUCTION TEAM
Attractive animation ensures high-quality broadcasts and provides room for editorial input. The content of virtual graphics can be modified quickly and easily. In order to support a director’s vision, database information and live data can be introduced into the broadcast. Even in stressful situations, the dedicated software tvVIS provides ample flexibility to the operator. Furthermore, the system is capable of processing data offline for detailed post-production analysis.

VIRTUAL GRAPHICS
Swiss Timing’s tvVIS software has become a quality standard for sports broadcasts, offering a range of refined virtual television services. Virtual graphics are adapted specifically to the needs of athletics, swimming, rowing, sailing, and other sports, and allow a broad array of information to be provided on-screen.
Swiss Timing’s on-venue results (OVR) service has been designed to ensure that the results of every event at a sporting competition are quickly and correctly distributed to a wide variety of audiences, from the athletes and their support teams to officials, media, and spectators as well as to the readers and viewers served by the print, broadcast, and network media.

OVR refers not only to the official competition results but also, indirectly, to all of the Swiss Timing equipment and systems installed at a given venue. OVR thus refers to the hardware, software, and systems that allow us, in our capacity as timekeeper, to time competitions and measure performances during events.

Swiss Timing’s OVR was conceived and developed as a complete sports timekeeping solution for a competition held at a single venue, and includes everything necessary to deliver the official results from a given sporting event.

Swiss Timing’s real-time sensor system, which provides instant positioning for any kind of sporting event, is ideal both for team and individual sports. It allows the position of a player or a referee to be pinpointed anywhere in the competition area with a maximum deviation of up to 100 millimetres (about two inches).

Players and athletes—or even horses—are equipped with lightweight battery-driven tags that communicate directly with a bank of receivers installed around the field of play. All captured data, including the 9D motion-sensor data embedded in the tag, are instantly processed by an on-site application server that publishes an impressive range of usable information, including 3D position, ranking, speed, acceleration, time on field, orientation, rotations and even—if desired—each athlete’s biometric information.

A feature-rich application allows for extensive real-time analyses and statistics, equally usable by teams and coaches, or for the entertainment of a live audience. All data can immediately be used for producing virtual 3D replays, enhancing TV graphics with detailed performance diagrams, or comprehensive game statistics. Significantly, the distribution features are not limited to classic media. There is built-in support for live Internet publication of selected tracking information, which allows users to follow a competition in real-time on their tablets.

We live in an era in which more information is available about top-level sport than ever before. Athletes and their support teams are hungry for the statistics, measurements and analyses that can help them deliver their best performances on competition days. The media, spectators at the venues, and fans at home share that desire for detailed knowledge. Swiss Timing’s real-time tracking technology, with features including live rankings and intervals, distance measurement, skills analysis, real-time locomotion, biometric information and trajectory analysis, defines the state-of-the-art in this new age of sport timekeeping.
Live Internet results have, in a relatively short time, become a very popular source of information for people who want to be informed about their favorite athletes or an important sporting event. It’s easy to understand why: live timing and scoring achieve impressive coverage with relatively little up-front effort and investment on the part of clients.

Swiss Timing research has shown that a visitor spends more time on a website when live results are being communicated, thus strengthening the connection between the visitor and the owner of the website.

Swiss Timing receives data from the results system in real time and via an online interface, and provides a cost-efficient server platform that positions these results on your website and mobile platforms exactly as you would like them to appear.

We always propose live timing and scoring services that best meet the needs of our clients.

Swiss Timing has actively worked on the development of mobile phone applications that deliver key information about sporting events. These apps are created to meet the needs of a range of sports and events, and are customized to serve smartphone users before, during, and after a meeting.

While Swiss Timing mobile apps can be adapted to almost any sport, a pair of the more popular ones are the IAAF Diamond League app for athletics and the Live Timing app developed in cooperation with FINA for the coverage of aquatic sports.

The IAAF Diamond League mobile application, designed to work with iPhones and Android smartphones, offers a wide variety of useful information about the IAAF Diamond League and the meetings that make up each competitive season, including live results during each of the meetings. Users have access to an impressive range of updated information before, during, and after each meeting.

For example, timetable and ticketing details will be available in advance of a meeting day. Among the highlights are, of course, the live results transmitted during competitions. Following each meeting, there are video highlights, photographs, and a comprehensive results summary along with a dedicated news section.

The Live Timing service that Swiss Timing developed with OMEGA to distribute the real-time results of swimming events has now also been adapted for mobile use so fans of aquatic sport can enjoy access to all key information for any swimming event where Swiss Timing supports OMEGA official timekeeper activities.

Swiss Timing can adapt its mobile app technology according to the needs of almost any sport with results distribution, fully integrating social media and optimized for mobile devices.
Every sport and sporting event has its own personality and profile, and it’s more important than ever for them to have websites that express their individuality. Swiss Timing enables event organizers and sporting federations to communicate all of their essential data with purpose-designed websites that are driven by optimal content management systems (CMS) and supported by Swiss Timing’s vast sport-specific databases. One of the factors that has contributed to the success of our websites is an ability to help clients maintain and update large results databases – even in real time. This is the result of Swiss Timing’s use of modular, finely-tuned technology. The customized content management systems allow Swiss Timing to implement any features a sport or an event might need, including news, downloads, videos, calendars, and much more.
Although Swiss Timing as an independent entity was officially founded in July of 1972, its roots can be traced back much further. The Omega and Longines brands had long been involved in timekeeping at high-profile sporting events, both jointly and separately. Encouraged by the Federation of the Swiss Watch Industry (FH), the sports timing specialists of the two brands joined forces and in July of 1972, the founding documents of Swiss Timing were signed in Biel.

In this section, we will take a look at the milestones that have helped define Swiss Timing in the years since its founding.
In 1980, Longines became the Official Timekeeper of the Formula One Grand Prix.

Swiss Timing entered into a partnership with the Tour de France and World Cycling Championships in France (Lyon and Chambery, respectively) on behalf of Tissot.

Nicolas G. Hayek masterminded the merger of ASUAG and SSIH that resulted in the Société de Microélectronique et d’Horlogerie SA (SMH), the holding company that would later be renamed Swatch Group. Mr. Hayek affirmed his commitment to Swiss Timing, ensuring that it would not be dissolved.

OMEGA Sports Timing workshops relocated to St. Imier, joining the timekeeping teams under the same roof for the first time ever.

The Longines R&D, industrial, and marketing departments were integrated into OMEGA Electronics.

OMEGA sent a lone watchmaker to the Los Angeles 1932 Olympic Games. He was armed with 30 precision split-second chronographs, accurate to a tenth of a second. It was the first time a single company had provided all of the timekeeping services to an entire Olympic Games.

The World Canoeing/Kayaking Championships took place in Muotathal, Switzerland. It was the first time the results were measured under the Swiss Timing name. In the same year, OMEGA Electronics was created.

1932: United States sent a new world record to the Los Angeles 1932 Olympic Games. It was an advance in chronometer, with resonant timekeeping accuracy within 1/10th of a second. It was the first time a single company had provided all of the timekeeping services to an entire Olympic Games.

1950: Longines was involved in the first World Motor Racing Championships in Espaa.

1966: Longines established its own manufacturing department in Switzerland.

1972: Swiss Timing (Société Suisse de Chronométrage SA) was founded in Biel on July 3. The signatories to the foundation act were FH, OMEGA, and Longines.

1973: The World Gymnastics Festival in Bucharest took place in Muotathal, Switzerland. It was the first time the results were measured under the Swiss Timing name. In the same year, OMEGA Electronics was created.

1976: Swiss Timing was responsible for the timekeeping of the first Winter Olympics in Grenoble.

1980: Swatch Timing held the timekeeping of the 1980 Winter Olympics in Grenoble. The signatories to the foundation act were Longines, Tissot, and Sandoz.

1985: Nicolas G. Hayek founded the Société Suisse de Chronométrage SA (SSC), the leading company in the field of chronometers. The signatories to the foundation act were Longines, Tissot, and Sandoz.

1988: OMEGA Sports Timing workshops relocated to St. Imier, joining the timekeeping teams under the same roof for the first time ever.

1989: Swiss Timing returned to a partnership with the Tour de France in 1989, and became the Advisor to this event.

1990: Swiss Timing partnered with Heuer to provide the mechanical timekeeping teams for the 1990 Winter Olympics in Innsbruck.

1992: Swiss Timing took the decision in 1992 to expand the worldwide distribution of the chronometers to the world’s leading clock manufacturers.

2000: Swiss Timing partnered with Heuer to provide the mechanical timekeeping teams for the 1990 Winter Olympics in Innsbruck.

2005-2006: Swiss Timing took the decision in 2005 to expand the worldwide distribution of the chronometers to the world’s leading clock manufacturers and the following year during the Olympic Winter Games in Turin, Swiss Timing announced that it would now be available inSwitzerland and major Swiss cities.

2009: Swiss Timing’s contract with the IOC was extended to include the Vancouver Winter Olympic Games.

2016: The evolution of timekeeping technology and services since OMEGA first assumed timekeeping responsibilities in 1932 has been remarkable. The 30 split-second chronographs used in Los Angeles have been replaced by 450 tons of state-of-the-art equipment, 180 kilometres of cable and optical fibre, and over 1'000'000 data measured and distributed at the Rio 2016 Olympic Games. No fewer than 800 volunteers, representing over 30 different nationalities, were among the 62 Swiss teams in Rio during the games.

AND SWISS TIMING CONTINUES TO DRIVE THE EVOLUTION OF WORLD-CLASS SPORTS TIMEKEEPING.
1948-1949
Innovations: By introducing the camera to the Olympic Games, OMEGA made timekeeping a public sport. The first ever television broadcasting of the Games took place in London, allowing the audience to witness the innovations firsthand.

1950
During the 1950 Olympic Games, OMEGA introduced the first automatic timekeeping system, which revolutionized the way events were timed.

1960
At the 1960 Winter Olympics, OMEGA introduced the first electronic timekeeping system, which featured a clock that could be remotely controlled from the control room.

1968
At the 1968 Olympic Games in Mexico City, OMEGA introduced the first touchpad finish line system, which was used to determine the winner of races.

1970
At the 1970 Winter Olympics, OMEGA introduced the first electronic timing system for ski jumps, which allowed for more accurate timekeeping.

1976
At the 1976 Olympic Games in Montreal, OMEGA introduced the first electronic timing system for track and field events, which was used to time long-distance races.

1980
At the 1980 Olympic Games in Moscow, OMEGA introduced the first electronic timing system for swimming events, which featured a touch pad finish line.

1984
At the 1984 Olympic Games in Los Angeles, OMEGA introduced the first electronic timing system for tennis, which featured a touch pad finish line.

1990
At the 1990 Olympic Games in Barcelona, OMEGA introduced the first electronic timing system for basketball, which featured a touch pad finish line.

1995
At the 1995 World Championships in Athletics, OMEGA introduced the first electronic timing system for track and field events, which featured a touch pad finish line.

1999
At the 1999 Olympic Games in Sydney, OMEGA introduced the first electronic timing system for swimming events, which featured a touch pad finish line.

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At the 2000 Olympic Games in Sydney, OMEGA introduced the first electronic timing system for sailing, which featured a touch pad finish line.

2005
At the 2005 World Championships in Athletics, OMEGA introduced the first electronic timing system for track and field events, which featured a touch pad finish line.

2010
At the 2010 Olympic Games in Vancouver, OMEGA introduced the first electronic timing system for ice hockey, which featured a touch pad finish line.

2014
At the 2014 Olympic Games in Sochi, OMEGA introduced the first electronic timing system for ski jumps, which featured a touch pad finish line.

2018
At the 2018 Olympic Games in Pyeongchang, OMEGA introduced the first electronic timing system for track and field events, which featured a touch pad finish line.

2020
At the 2020 Olympic Games in Tokyo, OMEGA introduced the first electronic timing system for swimming events, which featured a touch pad finish line.
Tissot is involved with a broad spectrum of sports and games. Swiss Timing enjoys the challenge of supporting them, providing services to the International Basketball Federation and the National Basketball Association, the Continental International Cycling Union, the World Fencing and World Hockey Championships, the Asian Games, and the European Games, among others.

In 1932, OMEGA was the first company to time every event at an Olympic Games. Partnership with the IOC has led to more than 80 years of innovation in sports timekeeping. We work with OMEGA at the Olympics and a dizzying array of high-profile aquatic and athletic events.

Swiss Timing’s collaboration with Longines includes the provision of timekeeping and data handling services for prestigious international equestrian competitions as well as privileged partnerships with the World Gymnastics Federation, the International Ski Federation, and the Commonwealth Games.

In partnership with the Swatch brand, Swiss Timing is actively involved in beach volleyball, a fan favourite introduced at the Olympic level in 2000. The Swatch Beach Volleyball Major Series, launched in 2015, is committed to enhancing the profile of this exciting sport.

Luxury watch brand Blancpain returned to the world of motor sports in 2010 when it was named Official Timekeeper – with the participation of Swiss Timing – of the GT World Championships, organised by the Fédération Internationale de l’Automobile (FIA).

Certina is also actively involved in motor racing, particularly through its partnerships with the FIA World Rally Championship and the ADAC GT Masters. With Swiss Timing’s support, Certina is able to deliver the timekeeping technology and services necessary to meet the needs of these high-speed sports.

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The role of Swiss Timing is also to maintain close contact with the International Organisations and Sports Federations, fostering dialogue, trust, and a stronger partnership.

INTERNATIONAL ORGANISATIONS
IDC: The International Olympic Committee
CGF: Commonwealth Games Federation
FISU: International University Sports Federation
IWGA: International World Games Association
OCA: Olympic Council of Asia
EOC: The European Olympic Committees

INTERNATIONAL SPORT FEDERATIONS
AIBA: International Boxing Association
A.S.O.: Amaury Sport Organisation
EHF: European Handball Federation
FIE: International Fencing Federation
FIBA: International Basketball Federation
FIE: International Fencing Federation
FIG: International Gymnastics Federation
FIL: International Luge Federation
FINA: International Swimming Federation
FIFA: World Football Federation
FIVB: International Volleyball Federation
IAAF: International Association of Athletics Federations
IBSF: International Bobsleigh and Skeleton Federation
ICF: International Canoe Federation
ICF: International Ice Hockey Federation
IHF: International Handball Federation
IIHF: International Ice Hockey Federation
ISU: International Skating Union
ITU: International Triathlon Union
NBA: National Basketball Association
UEFA: Union of European Football Associations
UCI: International Cycling Union
UIPM: International Union of Modern Pentathlon
SRO: Motorsports Group
World Archery

REFERENCES
Summer Olympic Games

Winter Olympic Games

Summer Youth Olympic Games
2010, 2014

Winter Youth Olympic Games
2012, 2016

Asian Games

Commonwealth Games

European Games
2015

Pan American Games

University Games & Universiades

Goodwill Games

European Youth Olympic Festival
2013

Medievenese Games

World Games

Combat Games
2010, 2013

Mind Games