

Dear Athletic Directors, Coaches, and Swimming Enthusiasts:

Reaction Light Systems (RLS) is excited to introduce the Swimming Reaction Light System, a revolutionary product developed from a synergy of experience, need and innovation. Owner and inventor, Nicholas Santino, initially developed this system to provide a signaling starting device at the request of a coach and parent for a deaf athlete. Mr. Santino brought nearly 30 years of swimming industry experience as a sales and marketing executive to one of the country's largest and most successful distributors of Colorado Time Systems.

Since the beginning of competitive swimming the sport has evolved in almost every aspect. Timing of the races has moved from stop watches to sophisticated timing recording to the 100 thousands of a second. Swimwear has advanced from traditional one-piece swimsuits to newer materials that tightly fit the body and offer lower resistance to water than human skin. Pools have not only changed in size from 4 to 12 lanes, but have been redesigned to allow swimmers to swim more quickly. Swimming techniques have dramatically changed to provide more power and a more efficient stroke.

The evolution of the starting systems has also seen its share of changes, but has plateaued over the past 30 years. Transitioning over the years from a whistle, to a gun, then a horn, to a strobe light, the Swimming Reaction Light System is the newest innovation to starting systems. This three color light system includes a red "ready position" signal, blue "take your mark" signal, and green "go" signal. The lights are manually controlled by the starting official and function simultaneously with start and timing systems in place.

The Swimming Reaction Light System was introduced at the 2015 World Deaf Swimming Championships in San Antonio, Texas and has since been incorporated and tested at meets conducted under the guidelines and rule book expectations for USA Swimming, the NFHS, and the International Deaf Swimming Association. It was immediately evident that the swimmers utilizing the Swimming Reaction Light System had a noticeable advantage from swimmers using the horn start due to the response time for sight versus sound. This led to the implementation of the Swimming Reaction Light System for all major swimming organizations.

Swimming Reaction Light Systems are available and customized systems designed to meet the needs of a variety of swimming facilities. Pricing packages include Bronze, Silver and Gold levels based on pool size and customization requests. Installation and training is also available upon request.

We look forward to working with you in the future and welcome and questions you may have.

Regards,

Nicholas Santino
Owner & Inventor
Reaction Light Systems of NY, LLC
585.329.6425

Jason Blume
Executive Director, Innovation One
Trine University
260.665.4265