

PRESS RELEASE

Publish Date: 18th December 2009, 10 am GMT

## **Speedhero turns your mobile phone into a sports radar – the affordable and accurate training tool is available now**

*Helsinki, Finland*

*For the first time, anyone can afford to have an accurate sports radar in their pocket to measure the speed of their smash, kick or shot.*

Speedhero mobile application turns your mobile phone into a sports radar - the affordable and accurate training tool is available now for almost every mobile phone - not just the smart phones.

Speedhero is built for speed shooting - whether it's your soccer shot, tennis smash, volleyball spike or ice hockey shot. With the application one can test his or her speed, challenge friends, and share the results directly to Facebook or Speedhero.com. Speedhero can be used in training, for competing against the pros, or just having fun with friends.

Very easy to use: Download the application to your mobile phone, select your distance, place your mobile phone and you're ready to start speed shooting.

### **Test yourself against other players:**

Players from various sports have been using Speedhero - their records can be checked at speedhero.com web community. There you can also share your own results, customize your own Player Card, collect your friends' and pros' cards, and compete with the best. Speedhero's YouTube channel features players in action - upload your own videos, and prove your records to the world. First Speedhero sports are football (soccer), tennis, ice hockey, volleyball and floorball with more to come later.

### **How it works?**

Speedhero uses sophisticated algorithms and the phones' microphone to detect the impact sounds of your contact with the ball and the ball's impact on a wall. Then, using a sport-specific flight time dynamic formula and the processing power of your mobile phone, Speedhero instantly calculates your top speed. Speedhero has been extensively tested against professional radar guns, which are both expensive and clunky.

*"We believe that the Speedhero app will change the way people compete and train in various sports. For the first time, anyone can afford to have an accurate sports radar in their pocket to measure the speed of their smash, kick or shot. It is a perfect practice tool for teams and individuals or just a fun app*

*with which one can compete with one's friends or people around the world"*  
says Timo Salmi, CEO of Entetrainer Ltd, the company behind Speedhero.

### **Pricing and Availability:**

Speedhero is truly affordable: Prices start from 4,50€ (\$4,99) and may vary depending on the method of payment and country.

Speedhero works on a huge variety of different devices from Nokia, Sony-Ericsson, Blackberry, LG, Motorola and Samsung and the iPhone. Both Series 60 and Series 40 Nokia phones are supported, making the application available to hundreds of millions of users around the world.

Speedhero can be instantly purchased and downloaded to almost every phone from [www.speedhero.com](http://www.speedhero.com), Nokia Ovi Store and Apple App Store.

Speedhero has several patents pending in the US and other countries.

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[www.speedhero.com](http://www.speedhero.com)

[Compatible phones](#)

[Purchase and Download](#)

[YouTube Video](#)

About Entetrainer:

Entetrainer Ltd. is a sports entertainment software development company based in Espoo, Finland. The Entetrainer team consists of a mix of sportspeople, engineers, and mobile and online industry specialists.

Company was founded by Finnish brothers Timo and Tome Salmi and company's investors include the former CTO of Nokia, Yrjö Neuvo, Timo Soininen and Outi Henriksson of Sulake, and entrepreneur Eero Lehti.

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**Entetrainer**



The advertisement features a soccer player in mid-air, kicking a glowing yellow ball. The background is dark with a circular light effect around the player. In the foreground, two Nokia mobile phones are shown. The phone on the left is a silver Nokia 1110i, and the phone on the right is a black Nokia 1110i. Both phones display the 'Speedhero' app interface, which shows a speedometer with the number '129' and the unit 'KM/H'. The 'Speedhero' logo is visible on the screen of both phones.

**Speedhero**  
sports radar on your mobile

**CHOOSE YOUR SPORT**  
and get ready to test your speed!