



powered by your emotions

tds.sport



Since 2003 at the service of athletes and organizers

The chip (to be more correct **transponder**) is introduced into the world of sport in the nineties.

It is an electronic device that, appropriately solicited, responds by transmitting a unique code stored inside it by the manufacturer, code that allows to identify athletes and their time.

Timing Data Service (active since 1999 as Idea Venezia Srl) was officially founded in 2004 and is today the leading timing company nationally for the number of athletes timed (350,000 athletes and over 1,000,000 times detected in the last year) with a trend positive growth from birth.

The deep knowledge of the world of athletics and computer technologies of its founders allowed Timing Data Service to immediately enter the protagonist in a world where the chip was an absolute

novelty and was reserved only for a very small number of organizations with important economic opportunities.

Since 2008, after years of service mainly in the athletics, Timing Data Service gradually enters other sports (cycling, MTB, cross-country skiing...) and immediately wins the trust and esteem of the organizers.

In parallel with the timing, other sectors are gradually being developed: TV graphics (natural timing complement), the management of registrations on behalf of the organizers, the production of materials (pectorals, flyers, envelopes, etc.).



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Our services



Timing

Running, cycling and MTB, triathlons, cross-country skiing... Our timing systems ensure reliability and precision even in the most complex situations, to make the rankings immediately available to organizers and athletes both in the race field and from any remote location via a normal Smartphone.



TV graphics

In live production as in a deferred synthesis, our TV graphics technology allows us to insert visual information on time, which accompanies the "story" of the event, and gives it quality and recognition.



Subscription management

We realize the dream of the organizers: a secret dedicated for the management of registrations, online or paper, which deals directly with all the stages, up to the delivery of the race bib.



Information Service

If you need to transfer real-time information about the race to TV commentators, speakers, journalists, audiences, our CIS (comment-tor information system) systems are the ideal answer to your needs.



Productions Race Materials

Pettorali, cycling/MTB tables, technical envelopes, helmet stickers and bag storage, undersea, diplomas, flyers, coupons... We are able to print directly, quickly and with countless customization possibilities, all the materials necessary for your event.

Timing has always been the core activity of **TDS**, around which all other services have been progressively developed, but with an ever-increasing focus on the development and technological update of timing systems.

TDS is the exclusive licensee for Italy of Micro Talk Systems' JChip active chip system: the peculiarity of this product is to be approved by the IAAF for the purpose of officializing records in road racing events.

In 2007, at the World Road Race Championships in Udine, **TDS** timed and approved, for the first time with the help of the chip, the then new female record on the half marathon (Lornah Kiplagat, 66 th25). In the following years and to date, **TDS** has recorded several other world and national records especially in Italy and the Czech Republic.

In addition to the J-Chip system, **TDS** can propose to the organizers the timing through UHF systems, based on passive chips that, for its relatively low cost, it can also be used in disposable mode. Of course, the intermediate and final survey data can be transmitted via the internet and then made available in real time, on the tds.sport portal or, on request, on the website of the individual organizers with the dedicated APIs for access to the timing data.

TDS is also able to send its chronometric result to each athlete through personalized SMS and emails. After the race, the athlete can download from tds.sport his diploma of participation in PDF with times and placements.

Finally, **TDS** can rent to the organizers time displays of various sizes, suitable to be placed under the arrival portal, on easels placed next to the finish line



or intermediate point, or on special facilities (also provided for hire) to be placed on the leading car or leading bike that act as a "apripista" to the race of the top runners.



Productions Race Materials



Running bibs, bike tables, and then envelopes, flyers, coupons, maps, diplomas... Keeping track of all the materials to be produced can be challenging and time-consuming for the organizer of a sporting event.

TDS effectively supports the organizer by directly, in-house, producing multiple materials thanks to a professional printer capable of printing on a variety of media.

TDS printing solutions allow for great customization of materials.

On the bib, for example, can be entered, in a personalized way for each competitor:

- **First and last name**
- **Flag and initials of the nation**
- **Logo of a sponsor / club / charity**
- **Emergency Contacts**
- **Custom phrases**

Choosing **TDS** as their supplier for printing the race numbers, it simplifies the process of preparing bibs, reducing time and costs because you avoid the shipment of numbers from the supplier to **TDS**, and from **TDS** to the organizer.



TV graphics



We firmly believe that graphics are a very important element in building a quality and successful television product.

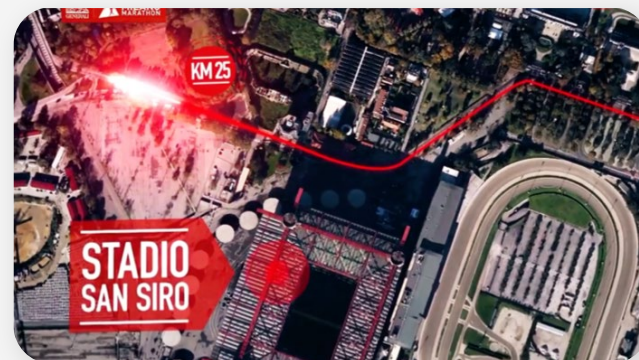
Our goal is to convey as much information as possible to the viewer, to improve the understanding of the course of the race.

The graphic layout must present the data so that it is easily assimilated by the public and at the same time must characterize the sport and the image perceived by viewers. In recent years, we have participated in the live television production of important podium events (marathons, half marathons, crosses) not only in Italy (broadcaster: Rai, Sportitalia, La7), but also in the Czech Republic (broadcaster: "esk" Televize) and Ireland (broadcaster: RT).

Today, in light of the levels of technology and quality achieved, we are working to expand the offer of our television graphics services to other sports, in addition to running.

Our graphics engines are built for intensive use 24/7 and are used by broadcasters such as SVT, BBC, etc. We can make available to the production different digital systems in high resolution (HD), allowing you to get up to 5 contemporary productions.

To ensure the best possible result for the customer, TDS puts three different figures in place that interact with each other to achieve the best possible end result: a graphic designer, a software engineer and a TV graphics operator.





Information Service



There are situations where it is essential for the event organiser to distribute real-time race information to TV commentators, speakers, journalists and the public.

Timing Data Service is able to retrieve information from the race, sent by the timing systems located along the route which, through cellular bandwidth data connection, transmit the passing times of the athletes to the central server from the this information is distributed to the various TDS Commentator Information System (CIS) applications.

When the frequency of updates must be maximum, for example during a live television broadcast, we can use a system based on a mobile device controlled by an operator following the head of the men's and women's race, which records the time of every kilometre.

Kilometer after kilometer, updates are not only available on the CIS display of TV commentators and speaker, but can also be viewed on the TV graphics, for the benefit of those who follow the race from home in front of the TV.

Being able to develop software solutions that can convey information in real time, personalizing it for the audience to which they are addressed, until a complete "customization" for each individual customer, represents for TDS the challenge to face and win in the immediate future.





Subscription management



For any organiser of mass participation sporting events, the management of registrations, especially in light of the recent GDPR legislation, is an important and time-consuming activity.

Moreover, it is not an operation that can be relied on by simple volunteers, because the processing of personal data and the need to scrupulously check medical certifications involve the utmost attention and responsibility on the part of those who carry them out.

The direct experience of the founders of TDS in the management of the registrations of one of the most important Italian marathons, convinced the company to propose this service to the organizers, finding an immediate liking.

This is a "key in hand" solution: Timing Data Service can take charge of all aspects related to registrations, from receiving cards (with dedicated emails and fax number), to data entry, to customer service telephone for questions related to registration.

These pre-event operations find the logical continuation in printing bibs and information materials, and in assembling 'technical envelopes' for each participant.

Finally, a TDS manager can coordinate the volunteers at the time of the pectoral delivery, or an entire TDS team can be made available to the organizer, which deals directly and independently with the distribution of race numbers

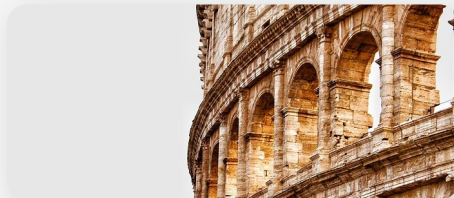


Our company



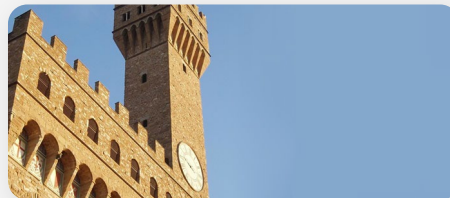
Venezia

TDS's headquarters are in Spinea, a few kilometres from Venice. The head office has an operating staff of 75 operators.



Roma

Rome is the second largest location in the number of operators (22). He mainly deals with the races of central Italy.



Firenze

With an activity mainly focused on the races of Tuscany, the Florence venue operates with the support of 8 people.



Catania

The headquarters of Catania has an operational staff of 12 people and is active especially in Sicily and the regions of southern Italy.



Udine

The staff of 13 operators of the headquarters of Udine deals specifically with the racing circuits in Friuli Venezia Giulia.



Cagliari

The staff of 10 operators of the Cagliari headquarters deals specifically with the racing circuits in Sardinia.



Salerno

The staff of 5 operators of the Salerno office deals specifically with the racing circuits in Campania.

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More than 600 events managed in 2019



Stramilano 

asics FIRENZE MARATHON 

GiG MALTA MARATHON 



VENICE MARATHON 



MILANO MARATHON 

SANTANDER LA MEZZA DI TORINO 

RUNCZECH

Virgin active

URBAN OBSTACLE RACE



ROMA HALF MARATHON OSTIA 44° 

Follow Your Passion 

Bianchi Granfondo Internazionale
FELICE GIMONDI

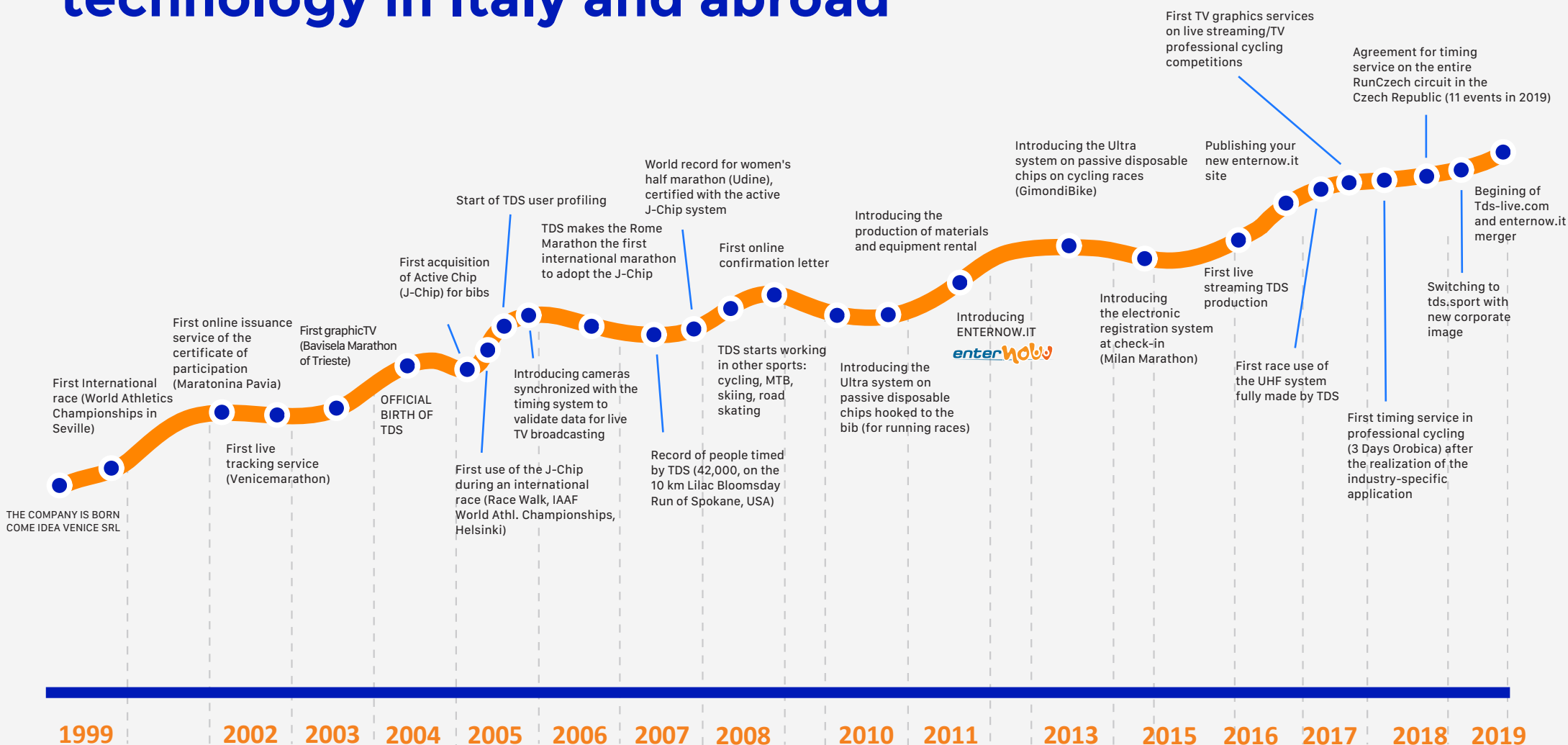


NAPOLI CITY HALF MARATHON 

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20 years of history and leadership technology in Italy and abroad



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Get in touch with us



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