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PRESS RELEASE

## **Mouse covers Marathon Distance in Record Time!**

Critical Path Software Ltd (“CPSL”) has just announced the release of Version 2 of their flagship Windows application, AccuRoute. Using AccuRoute2, fitness enthusiasts can measure the actual length of their training runs to within 99.9% simply by tracing around an onscreen map with their mouse. This fusion of precision and sheer simplicity creates a unique opportunity for runners to plan their training in advance, thus reducing the risk of injury due to sudden increases in mileage, and ensuring they get to the start line in the form of their lives. In short, it’s every runner’s Holy Grail.

Under the slogan “*Take your Mouse for a Run!*”, Version 1 of AccuRoute has been at the forefront of the booming hi-tech running market for the past 3 years and, in that time, has sold 11,000 copies. Evidence of its popularity was clearly demonstrated in 2002 by the success of a joint promotion between CPSL and Runner’s World magazine in the UK which saw AccuRoute CDs given as gifts to renewing subscribers.

Version 1 became so successful because it met a previously unfulfilled need for a hi-tech, yet affordable, means of measuring non-straight distances with precision. Before its arrival, athletes needing to know the length of their training runs had few options available to them: they could either try counting their steps using a pedometer; or try re-tracing as much of the route as was accessible to them in a car; failing that, they could simply make an educated guess. Even those who could afford a GPS receiver were

limited to routes well away from trees or tall buildings which would otherwise block out the satellite signals. Whichever method they chose, most runners were pleased if they thought their final figure was within 10% of the actual length.

With its launch, AccuRoute2 has built on the technical innovation seen in Version 1 to deliver a colossal tenfold increase in precision, to a level where AccuRoute2 even begins to rival Jones Counters for overall accuracy. Of all the advances that have made AccuRoute2 this precise, perhaps the most visually-striking is its ability to translate a 2D contoured map into three dimensions, resulting in a height profile for each and every route, cumulative ascent and descent figures, and spot gradients.

Despite these cutting-edge enhancements, AccuRoute2 remains loyal to Version 1's underlying ease-of-use ethic. CD installation has been fully automated, and once installation is complete, a series of short movie tutorials guides the first-time user gently through AccuRoute2's basic features, whetting the appetite for what is to follow. For anyone unable to scan in their own paper maps, built-in Internet hyperlinks root out the world's most respected websites from which high quality maps and phenomenally-detailed satellite images can be downloaded for free. AccuRoute2 can even create running diary log pages in Microsoft Word format, showing graphics of the route and other vital statistics at the touch of a button.

Dr Tony Brinklow, Director of Critical Path Software Ltd, commented "Serious runners recognise the importance of knowing the exact length of their training runs, and it often comes as quite a surprise when they use AccuRoute2 to actually find out. Whatever terrain you favor – dead-straight downtown streets, meandering cross-country and

woodland trails, flat sandy beaches, or even the Leadville Trail high in the Colorado Rockies – AccuRoute2 provides exceptional motivation, especially on those early morning runs when it's far easier to stay in bed!"

Ends

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**Notes for Editors:**

Trial copies of AccuRoute2 can be downloaded from [www.criticalpathsoftware.com](http://www.criticalpathsoftware.com).

Once the trial period has expired, a license costs \$20, or existing users of version 1 can upgrade to AccuRoute2 for \$13. Alternatively, CDs can be mailed out for \$26, including postage & packing.