



# NEWS RELEASE

American Association of Snowboard Instructors  
And  
Professional Ski Instructors of America



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## PSIA-AASI SIGN V.I.O., Inc. as Technology Partner

**October 26 2007 – Lakewood, Colorado** -- The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) have added V.I.O. as an Official Supplier of wearable Point-of-View video technology.

V.I.O.'s flagship product, the POV.1, allows the user to capture hands free video from their point-of-view. This DVD quality video can then be viewed, edited, and shared through V.I.O.'s POV manager software, or imported into a user's own editing software. The unique loop recording feature allows for continuous recording that saves clips when the user clicks a button on the unit's wireless remote.

"This partnership offer's great benefit to our membership," said PSIA-AASI Marketing Director Andy Hawk. "Not only is the POV.1 a great training aid for our instructors, but also a great way to offer unique interactive follow-up for their clients."

"Imagine being able to record point-of-view clips of your students all day, and then splice them together and send them as a follow up or extension to their lesson," said John Rounds, a former Beaver Creek, CO instructor and V.I.O. Director of Sales. "It is a very easy personal touch that can increase retention of students, and recruitment of new ones."

### **About V.I.O.**

Since its inception in 2000, V.I.O. has been the leading innovator in wearable Point-of-View video technology. The V.I.O. point-of-view system is unique in that it's designed specifically to capture adventure and tactical video. V.I.O.'s customers include professional and amateur athletes in a wide variety of sports such as mountain biking, skiing, snowboarding, skydiving, motocross, snowmobiling, and auto racing. Other industries relying on V.I.O. video systems include the military, law enforcement, aviation, and movie and television production. For more information, visit [www.vio-pov.com](http://www.vio-pov.com) or call 1-888-579-2267.

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## About PSIA and AASI

PSIA and AASI are educational organizations of the nonprofit American Snowsports Education Association (ASEA) with a combined membership of more than 29,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. PSIA and AASI support the membership through research and development of instructional programs in alpine and Nordic skiing, snowboarding, adaptive skiing, and children's skiing. Visit [www.psia.org](http://www.psia.org) or [www.aasi.org](http://www.aasi.org).

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