

# Fluent Helps Get SportsPulse Racing

The world's first cluster of sporting science and technology, SportsPulse, was launched in mid-October at the English Institute of Sport in Sheffield, UK. Fluent Europe is a partner in the project, along with local universities and leading members from sports-related commerce and industry. The Government Sport and Tourism Minister, Richard Caborn, was on hand, and spent some time learning about the role that Fluent software will play in this effort. Dr. Steve Haake of Sheffield University and the Director of SportsPulse said, "SportsPulse will help to shape the future of British sport and will place South Yorkshire firmly on the map as a world leader in sports science and technology. The project will bring new businesses and jobs into the area and will almost certainly help some of the UK's athletes in the 2004 Olympics in Athens." ■



*Fluent Europe's managing director, Chris King, right, shows UK Sport and Tourism Minister, Richard Caborn about Fluent software*

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