AFL club, Hawthorn, uses Maxtor FireWire drives to improve player performance

Maxtor FireWire drives let coaches develop tailored, take-home training programs for players

Australian rules football club, Hawthorn, has bought 50 Maxtor FireWire drives to help it improve player performance.The IEEE 1394 FireWire drives (which use high-performance serial bus technology for connecting devices to personal computers) lets coaches develop training programs that players can take home and study.The Maxtor drives were purchased in April 2001 and are an integral part of Hawthorns developing knowledge management system.With an 80GB Maxtor FireWire drive, each of Hawthorns seven senior coaches can now store and view large files of edited television footage as well as sophisticated statistical analysis on all 40 senior players.The ability to view large MPEG files lets the coaches easily go through the material with each player, identify their strengths and weaknesses and create personalised training programs with them.The drives let players easily transfer and store this data on to their own FireWire drive for further study at home.This system is designed to help coaches impart their strategies and football experience to the players more effectively. Hawthorn is the only AFL team using FireWire drives in this way.Phillip Wingate, football information manager, Hawthorn Football Club said, Football has become an incredibly complex game. My job is to find ways, like using Maxtors FireWire drives, to impart the knowledge of coaches to players in the simplest possible way.Maxtor drives give players edge over competitionEach player discusses the edited footage and statistics on his previous weeks performance with the coach and identifies areas for improvement.Players also analyse footage of their direct opponent in preparation for next weeks game. With the coach the players develop a strategy, based on the previous analysis of their strengths and weaknesses, to defeat next weeks opponent.Over a season, players create a library of footage of their performances. This is extremely useful for identifying trends in performance.Why Maxtor's FireWire drives?Without Maxtor's drives our players and coaches wouldn't have the ability to store large MPEG files on their PCs at home and view them without the annoyance of stuttering footage, said Phillip Wingate.Phillip also says that without the portability of the units the players wouldn't be able to transfer the large files from their coachs PC to their own.Although capacity and portability are key elements in making this coaching technique possible, price was the deciding factor in choosing Maxtor over other FireWire drive manufacturers.Maxtor's FireWire drives, are much better value for money than other drives. In fact, I thought the pricing of Maxtor's FireWire drives were in US dollars. I was extremely happy when I realised the pricing was in Australian dollars.Hawthorn has two years left before its knowledge management system is fully implemented. In that time Phillip expects to upgrade the existing FireWire drives to Maxtor's higher capacity 160GB drives. ENDSBACKGROUNDMaxtor Corporation is one of the worlds leading suppliers of information storage solutions. The company has an expansive line of storage products for desktop computers, high-performance Intel-based servers, network attached storage and consumer electronics. Maxtor has a reputation as a proven market leader built by providing consistent high-quality products, and service and support for its customers. Maxtor and its products can be found at www.maxtor.comMaxtor is traded on the NYSE under the MXO symbol.ABN 72003641816