

For immediate release:

## Perfect Pitch

When was the last time you measured the squareness of your pitches? With a bit of schoolboy geometry, it's quite simple:

1. Measure the length of the pitch marking and times this number by itself note the answer (A)
2. Measure the width of the pitch markings and times this number by itself note the answer (B)
3. Add A & B together and work out the square root of this number on a calculator (call this C)
4. Now measure the distance (D) from one corner to the opposite corner.

Of course, C should equal D. If it does, then your pitch is perfectly square. But chances are, it isn't. Most pitches marked by traditional methods are far from square.

The new BeamRider laser marking system, launched this year, has now set new standards for pitch squareness and line straightness. With such laser accuracy, perfect pitches can be marked out square and straight and marking-out times are now measured in minutes, not hours.

[www.beamrider.org](http://www.beamrider.org)

ENDS

Word Count: 160

## Notes for editors

1. Hi-res images can be downloaded from [www.beamrider.org/press/imagelibrary](http://www.beamrider.org/press/imagelibrary)
2. The new laser system is the product of a three year, multi-million pound development programme by Anglo-Swiss developer BeamRider Ltd. The main investors in this project are UK-based Fleet (Line Markers) Ltd, and Swiss laser specialists Leica Geosystems. The system is protected by international patents.
3. The BeamRider system is capable of phenomenal accuracy over long distances, and is expected to revolutionise pitch-marking standards for most sports at professional level. It will also drastically cut marking times for contractors and local authorities with many pitches to mark.

4. BeamRider consists of a set of laser transmitters and reflectors, and a laser-following attachment mounted on a spray-marker (such as Fleet's popular Kombi marker).

5. For more information, contact Phil Sharples

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