

# Tech Briefs

## New App Turns iPhone into Bicycle Computer

SANTA BARBARA, CA—iTMP Technology has introduced SMHeart Link, a wireless bridge that enables any iPhone or iPod Touch to double as a heart monitor and cycling computer. SMHeart Link collects data generated by ANT+Sport compatible fitness sensors such as heart rate chest straps and cycling sensors like cadence, power, speed and GPS. SMHeart Link sends this data to the iPhone for easy display and tracking. “By leveraging the iPhone’s technology and partnering with leaders in the industry, we are raising the bar on fitness metrics monitoring,” said Michael Williams, iTMP’s founder and chief executive officer. Unlike ANT+Sport enabled bike computers, riders usually have iPhones close at hand so training data is always with them. Plus, the iPhone can use iPhone App Store software like iSpinning, iNewLeaf and iRPM+ to evaluate data. iTMP sells a variety of handlebar mounting options for iPhones. For more information, go to [www.smheartlink.com](http://www.smheartlink.com).

## SwissStop Spray Silences Disc Brake Squeal

BRIDGENORTH, Ontario—What mechanic doesn’t cringe when a customer asks to have their brake noise fixed? “Mechanics spend a lot of time troubleshooting brake systems, and many times the fix doesn’t last long,” said Steve Maret, president of Helvetia Sports, importer of SwissStop’s Disc Brake Silencer. “But a few sprays of Silencer on brake pads will usually eliminate all squealing and chatter, and applications last quite a long time.” SwissStop’s parent company, Rex Articoli Tecnici, came across a product railroads use to quiet train disc brakes. They tried it on bicycle and motorcycle disc brakes and found it works well in those applications, then worked with the manufacturer on these applications. Maret said the Silencer works best when applied straight onto the brake pad, where it seems to soften the pad a bit. This dampens noise but it does not impact brake life or performance. “If anything, riders comment that brakes modulate better and may actually stop better after treatment,” Maret said. SwissStop will offer the Silencer in packs of three 400-milliliter aerosol cans (13 ounces) for \$60. Each can is good for about 200 brakes. A three-pack is enough to get most shops through the season. It also is selling a 5-milliliter (0.2 ounces) aerosol spray for \$24 for consumer use that is good for about 24 applications.



## Polarized Filter Makes LCD Displays Readable

SAN CLEMENTE, CA—Polarized glasses can cut glare, but having to raise them every time a user needs to read their power meter is a major downfall. The R&D department at Rudy Project worked to give riders polarized glasses that they can wear and still read LCD screens. “What they found out is that they could turn the polarizing filter down a few notches and still cut the glare but make reading LCD displays possible,” said Rob Richardson, Rudy Project’s sports marketing coordinator. The big push for the technology came from the sailing teams Rudy sponsors. They rely on large-screen GPS units and didn’t always have a hand free to fiddle with their glasses. All Rudy Project glasses that use its Polarized Photochromic ImpactX lens, priced from \$230 to \$355, are LCD friendly and allow riders to easily read computer, power meter, cell phone or GPS screens.

