

**Reference** : Redback Biotek  
**R.E.** : Statement of Experience  
**Date** : 01.07.14

To Whom This May Concern,

I have been requested by Redback Biotek to provide a reference, or statement of experience, in relation to my history of dealing with the company in areas related to sports technology and cutting edge sports science. I am happy to fulfil this request.

On a professional level, I have been working with Redback's Managing Director, Mr. Danny Rutar, on various projects for over 10 years. This dates back to a time when Mr. Rutar was the Sports (Technology) Engineer with the National Coaching & Training Centre (NCTC, now known as 'Coaching Ireland') and I was working as an academic in the Dept. of Physical Education & Sport Sciences at the University of Limerick. Even at that early stage of emerging sports science in an Irish context, Mr. Rutar was widely known as the expert in the field of sports technology and its application to cutting edge sports performance. His depth of knowledge and experience in the field was unparalleled, and still is to this day, even with the continued development and expansion of the broader sports science discipline and the sports technology market in the Irish sporting sector.

With the creation of Redback Biotek, sports organisations, national governing bodies and 3<sup>rd</sup> level institutions now had a primary Irish supplier in the sports technology market, something that had been a considerable challenge and barrier to development for many organisations in the aforementioned categories. In addition to that, Redback Biotek also provided the crucial subject specialist edge that is intangible to many of the products that it sold.

From a personal perspective in the field of elite sports performance and cutting edge sports science, I have been a customer of Redback's for many years, both in my former role as Director of Physical Education at the University of Limerick and also in my current role as Head of the Dept. of Sport, Leisure & Childhood Studies at Cork Institute of Technology. I can confirm that the quality of the products in its catalogue (e.g. VX Sport GPS units) are top of the range and have been validated in multiple peer reviewed journal articles and case studies all over the world. The company also offer a pre-purchase client information/advice service that serves to deal with any queries and/or concerns related to prospective purchases planned. Finally, the post-purchase client support service is second to none as all issues can be discussed and/or remedied in a matter of minutes either over the phone, via email or with a personal visit from one of the company's product team members. As recently as last week, one of the GPS specialists came to me to discuss the most recent software associated with the VX Sports products.

In conclusion, I strongly recommend the quality service provided by Redback Biotek in terms of their role in the sports technology industry in Ireland. There is no other company that could rival their subject specialist knowledge, experience in the field (elite sports performance) and client support services.

Yours Faithfully,

*Cian O'Neill*

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