



FAQs rebranding

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1. Rebrand general

What is the reason for the rebrand?

There are several reasons why we decided to adopt one single brand name. The main reasons include:

- Truly become one company
 - AMB and ChampionChip operate as one company. We want to convey a clear and transparent image and remove any ambiguity.
- Clear brand positioning
 - The new brand differentiates per sport, not per system, allowing us to provide information based on the actual wants and needs of our customers.
- Clarify our product offering
 - E.g. ProChip versus ChampionChip
 - The new brand name helps us to merge our product portfolio.
- Achieve synergies
 - Sales and marketing efforts can be combined, leading to cost savings and quality augmentations.
- Develop one company culture

Why MYLAPS?

MYLAPS is name of the online user community of AMB that attracts almost 215,000 unique visitors per month. This has been a key reason for choosing this name.

The name MYLAPS further illustrates our strategy to start caring more about the end users of our products, the participants themselves. We aim to increase the sport experience of sportsmen by the introduction of various services. Our timers, resellers, and event organizers all play a crucial part in creating that sports experience, using our timing solutions.

ChampionChip timer: “But the sports I time usually do not have laps!” We understand that this is often the case for sports such as running, cycling and triathlon (at least for events). As with other brands like Apple and Virgin, we hope and expect that the perception of the brand name MYLAPS will move from the literal meaning to more abstract brand values.

Will the names ‘AMB i.t.’ and ‘ChampionChip’ disappear altogether?

The names AMB i.t. and ChampionChip will disappear as marketed company names, but remain legal entity names (this may change in the future). In addition, ChampionChip will remain as a timing system, component, and chip name.

What are the new product names?

The table below gives an overview of the old and new names of AMB products.

	Old name	New name
Systems	AMB TranX260 Timing System	MYLAPS Car Timing System
	AMB TranX260 Timing System	MYLAPS Bike Timing System
	AMB TranX160 Timing System	MYLAPS Kart Timing System
	AMB TranX140 Timing System	MYLAPS Kart Timing System for Rental Kart
	AMBmx Timing System	MYLAPS MX Timing System
	AMBrc Timing System	MYLAPS RC Timing System
Components	AMB TranX3 Decoder	MYLAPS Car/Bike Decoder
	AMB TranX3 Decoder	MYLAPS Kart Decoder
	AMB TranX3 Decoder	MYLAPS Kart Decoder for Rental Kart
	AMBmx3 Decoder	MYLAPS MX Decoder
	AMBrc3 Decoder	MYLAPS RC Decoder
	AMB Detection Loop	MYLAPS Detection Loop
	Orbits	MYLAPS Orbits
Personal Transponders	AMB Personal TranX260 Direct Powered Transponder	MYLAPS Car Direct Power Transponder
	AMB Personal TranX260 Direct Powered Transponder	MYLAPS Bike Direct Power Transponder
	AMB Personal TranX160 Direct Powered Transponder	MYLAPS Kart Direct Power Transponder
	AMB Personal AMBrc Direct Powered Transponder	MYLAPS RC Direct Power Transponder
	AMB Personal TranX260 Rechargeable Transponder	MYLAPS Car Rechargeable Power Transponder
	AMB Personal TranX260 Rechargeable Transponder	MYLAPS Bike Rechargeable Power Transponder
	AMB Personal TranX160 Rechargeable Transponder	MYLAPS Kart Rechargeable Power Transponder
	AMB Personal AMBmx Rechargeable Transponder	MYLAPS MX Rechargeable Power Transponder
	AMB TranX140 Transponder	MYLAPS Kart Fixed Power Transponder
	Personal AMB ProChip	MYLAPS X Prochip
	Personal AMB ProChip Season	MYLAPS X Prochip Flex
Timer Transponders	<i>various</i>	MYLAPS TimerChip
	AMB ProChip	MYLAPS TimerProChip
Add-ons	AMB TnetX system	MYLAPS Onboard Display System

(X is replaced by a sport)

What are the new URLs?

The following AMB website URLs will redirect automatically to the new MYLAPS URLs:

	Old URL	New URL
Corporate	www.amb-it.com	www.mylaps.com
	support.amb-it.com	www.mylaps.com
Results	www.mylaps.com	www.mylaps.com*
	www.ijstijden.nl	www.ijstijden.nl (temporary) banner on MYLAPS website section: NL Skate
	www.zwemtijden.nl	www.mylaps.com*
TnetX	Go-tnetx.com	www.go-tnetx.com (temporary) banner on MYLAPS website section: All languages Car (TBC)

(* after the splash screen, click on MYLAPS Results in the main menu)

Where can I find the new logo?

You can find the new logo and MYLAPS website banners in various formats and sizes in the Digital rebrand kit. This kit will be made available in the login section of the support area in the business section of the new MYLAPS website.

Where can I find brochures with the new logo?

Brochures with the new logo will be made available soon in the Digital rebrand kit. This kit will be made available in the login section of the support area in the business section of the new MYLAPS website.

2. New corporate website

Why is there a splash page?

The new MYLAPS brand differentiates by sport and visitor type. Therefore we ask you to set your sport and visitor type (participant or organization) on a splash page. In addition to this, we ask you to specify a country and language on the splash page. Your settings are stored in a cookie. This helps us offer information that is relevant to you.

The splash page will be shown only when you visit the new website for the first time, or if you have deleted your cookies. Once you have chosen your country, language, sport and visitor type, on your next visit, the website will use these settings.

How can I change the sport?

Upon opening, the website will use the settings from your cookie. Please note that at any time you can change the sport by clicking on the sport in the footer of the website. A list with available sports will appear.

The sport I am interested in is not available. Why not?

We have made separate sections for the most important sports. If your sport is not included in the list, please choose 'Other'. This will bring you to a page that indicates the sport of which the information is most relevant for your sport.

How can I change the country and language?

Upon opening, the website will use the settings from your cookie. Please note that at any time you can change the country and language by clicking on the country and language in the footer of the website. Clicking on the country will take you to the splash page; clicking on the language will show the available languages.

Why is the new website only available in English, German and Dutch?

English, German and Dutch are the languages we start with. Other languages, such as Spanish, French and Japanese, will be added soon.

3. My company

Am I allowed to use MYLAPS in my company name?

Under certain conditions, you are allowed to use MYLAPS in your company name. Please contact us if you are interested.

Am I allowed to use MYLAPS in my domain name?

Under certain conditions, you are allowed to use MYLAPS in your domain name, or to use a local MYLAPS domain extension. Please contact us if you are interested.

4. Rebrand communication

How should I communicate the rebrand to my main customers?

In the Digital rebrand kit, available in the login section of the support area in the organizations section of the new MYLAPS website you will find banners and other material that help you inform your website visitors. The banners can be placed on your own website or on the websites of your main customers.

5. Appearance at events

At events I use AMB-branded cloths. What about that?

Shortly after the launch of the new brand, selected customers will receive a goodies package with a polo shirt. In addition, it will be possible to purchase branded cloths at minimal prices in the future.

At events I use AMB-branded flags and banners. Is new material available?

Please contact us if this applies to you. We will find a suitable solution together.

6. Products

What will happen with the housing of the decoders I use?

No change. Newly ordered decoders will be with the new brand after we have cleared the existing stock.

What will happen with the transponders I use?

No change. Newly ordered transponders will be with the new brand after we have cleared the existing stock.

Should I change URLs in my decoders or timing software to automatically update race results to MYLAPS?

No, you do not need to change any URL. The new MYLAPS website automatically recognizes and processes your uploads.

Now that AMB and ChampionChip are one, is the ProChip detected by the Championchip system?

No, the ProChip is not detected by the ChampionChip system.

7. Support

Where can I find support for my products?

Support can be found by clicking on menu item 'Support' in the organization section on the new MYLAPS website.

8. Results

Where can I find race results that were previously listed directly on MyLaps.com?

You can find race results after the splash screen, by clicking on MYLAPS Results in the main menu.

I used to go to MyLaps.com to manually upload results of my race. Where should I go now?

Go to MYLAPS.com, click on the menu item MYLAPS Results and log in with you MYLAPS account.

9. Facts

- MYLAPS is the new brand name by AMB i.t. and ChampionChip.
- These two companies merged in November 2008.
- As of 16 September 2009 we continue under one brand name.
- We also launched a new website under www.mylaps.com on 16 September 2009.
- When you go to the AMB site you will be redirected to our new environment.

10. Other help

Personal help

Is your question not answered or do you need additional help? Please contact your sales representative or send an e-mail to info@mylaps.com.