ABOUT US

WHO ARE WE?

Founded in 2004, the ITS Chrono company has become a reference in the world of sport and time-taking, through its sales of equipment, development of dedicated software solutions, timekeeping and TV graphics services.

Partner and supplier of several national and international federations, ITS Chrono intervenes in many disciplines around the world, building on its experience at the highest level. Various timing technologies are offered and allow 100% of requests to be met regardless of the sporting field.

ITS Chrono is an official reseller of products from the Chronelec range in France and exclusive distributor of the TAG Heuer Timing and TAG Heuer Timing by Chronelec brands in France and in other countries of the world (North Africa and Eastern Europe especially).

ITS Chrono is above all, a team of enthusiasts ready to do everything to advise you, meet your needs and satisfy all of your requests.

ITS CHRONO
IN NUMBERS

- MORE THAN 5 000 CUSTOMERS
- 1 SALES DEPARTMENT
- 1 TECHNICAL SERVICE
- 1 AFTER-SALES SERVICE
- 4 SOFTWARE DEVELOPERS
- 1 MOTION DESIGNER
- 1 GRAPHIC DESIGNER
- 1 TRAINER
- 6 TIMEKEEPERS

OUR TRAINING

ITS Chrono offers tailor-made training according to your needs and your level of competence in timing.

Whether it’s training you on the TAG Heuer Timing hardware, TAG Heuer by Chronelec, Chronelec, or an different software, we will adapt and transmit you all the information necessary to make you autonomous and efficient by using our products.

These trainings are done on site or in our offices based in Montfaucon (FRANCE), and last from 1/2 day to several days, depending on the needs.

YOU WANT MORE INFORMATION OR A QUOTE FOR A TRAINING ? SCAN OR CLICK ON THIS QR CODE

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2004 - 2008

2004
SELLING OF CHRONELEC EQUIPMENT

2008
SELLING OF TAG HEUER TIMING EQUIPMENT

2012 - 2017

2012
SELLING OF SERVICE DELIVERY
NATIONAL CHAMPIONSHIPS
1ST WORLD CHAMPIONSHIP

2015
2ND WORLD CHAMPIONSHIP

2017
3RD WORLD CHAMPIONSHIP

2018

2 WORLD CHAMPIONSHIPS
9 WORLD CUPS

2019 - 2020

DEVELOPMENT OF ITS CHRONO SOFTWARES AND APPS

3 WORLD CHAMPIONSHIP
3 WORLD CUP
1 EUROPEAN CHAMPIONSHIP
1 SWISS CHAMPIONSHIP
1 FRENCH CHAMPIONSHIP

Photo Credit ©ITS Chrono

Photo Credit ©ITS Chrono
## TIMING SYSTEM

**Transponders System**

Our expertise in the use of Chronlec equipment, one of the world leaders in the transponder timing market, allows us to offer you a range of products at the cutting edge of technology, constantly evolving and covering a wide range of sports requiring the use of time with automatic identification, for speeds up to 360 km/h.

The use of our products during important world sports competitions (24H du Mans and 24H du Mans Moto in particular) is a guarantee of reliability.

The principle: when passing through the timing loop, the transponder fitted to the competitor sends a signal, thus communicating, through the decoder, his number to the Elite v3 timing software. This software, simple and intuitive, offers unlimited personalized development perspectives, editions of rankings and starting grids, management of regulations and penalties, piloting of displays, option of follow-up tracking, communication, live timing, etc.

**Photocells System**

Thanks to its expertise and know-how in the world of chronographs, TAG Heuer initiated the first certifications of timing equipment in the sports industry with the FIS (International Ski Federation) and the FEI (International Equitation Federation).

The principle: the system ensures automatic time recording, without human intervention, to the 1000th of a second. Photocells, for example, allow time measurement when the light beam is cut off and instant transmission, thanks to a wired installation or by radio via a radio receiver, to the chronomcter such as the Chronoprinter CP545, true reference in the matter. This system allows you to use the free version of Elite v3 and take advantage of a number of features of this cutting-edge software.

### TRANSPONDERS SYSTEM
- **HIGH-TECH EQUIPMENT**
- **AUTOMATIC IDENTIFICATION COMPETITORS**
- **ELITE V3 TIMING SOFTWARE**

### PHOTOCELLS SYSTEM
- **TAG HEUER KNOW-HOW**
- **INFRARED TECHNOLOGY**
- **AUTOMATIC TIME RECORDING**

### SOME ELEMENTS OF THIS BROCHURE ARE CLICKABLE

**REFERENCES**
- Access product information or a range on our website

**QR CODES**
- Access the presentation video of a product or system

**STORE LOGOS**
- Download our apps from the Store of your choice

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**SUMMARY**

1. TIMING SYSTEM
   - TRANSPODER SYSTEM...
   - PHOTOCELLS SYSTEM...
   - WORKING PRINCIPLE...
   - SOFTWARE...

2. MARSHALLING SYSTEM
   - HIGH-TECH EQUIPMENT
   - AUTOMATIC IDENTIFICATION COMPETITORS
   - ELITE V3 TIMING SOFTWARE

3. DISPLAY SOLUTIONS
   - WORKING PRINCIPLE...
   - DISPLAY PANELS...
   - SOFTWARE...

4. ITS SOFTWARE: APPS AND SOFTWARE
   - ITS LIVE...
   - ITS RESULTS...
   - ITS SMS MANAGER...
   - ITS LIVE DISPLAY...

5. WIRELESS COMMUNICATION
   - WIRELESS HEADSETS...

6. COMPLETE INSTALLATION ON CIRCUIT

7. REFERENCE INDEX

8. CONTACT
PHOTOCELLS SYSTEM

CHRONOPRINTER 545

The CHRONOPRINTER 545 has revolutionized timing of events where photocell technology solutions are used. Multiple timekeeping modes, and a high-accuracy timebase ensures reliable measurements of up to 1/1,000,000 second. This concentration of technology and innovation provides an intuitive solution to meet and exceed all timekeepers’ needs, from local and National events right up to and including World Championship events.

TIMING CALCULATION (SPEED)..............1/1'600'000 sec
MEMORY........................................30'000 times for 99 sessions
INTERNAL POWER SUPPLY.................Sanyo Ni-MH 1.2V / 24h
EXTERNAL POWER SUPPLY..................adapter or 12V/DC battery

PHOTOCELLS

The TAG Heuer experience in the field of infrared photocells has developed highly reliable, accurate and insensitive to external influences.

RADIO CELLS TRANSMITTER/RECEIVER • 500 mW

Photocells have an internal quartz clock, and an integrated 500mW radio module. 

MAXIMUM TRANSMITTER / RECEIVER DISTANCE
LOW POSITION..................................40 m
HIGH POSITION................................80 m
DIMENSIONS.................................150 x 80 x 40 mm
WEIGHT........................................300 g

RADIO CELLS TRANSMITTER/REFLECTOR • 500 mW

Photocells have an internal quartz clock, and an integrated 500mW radio module.

MAXIMUM TRANSMITTER / REFLECTOR DISTANCE
LOW AND HIGH POSITIONS...............20 m
TRANSMITTER DIMENSIONS..............150 x 80 x 40 mm
REFLECTOR DIMENSIONS...................55 x 50 x 97 mm
WEIGHT........................................300 g

POCKET PRO BLUETOOTH

The POCKET PRO BLUETOOTH gives access to timekeeping functions linked to your smartphone and our GSM Server www.tagheuertiming.online.

1/100'000 sec. 

For a wireless use of the cells, use the appropriate pulse receiver.
WORKING PRINCIPLE

The constant search for speed and performance combined with the scarcity of human resources and the imponderables of profitability necessarily create risks for the tracks. Faced with a recurring demand and to meet these needs, we have developed our own solution of track lights.

The Marshalling system is adaptable to all your constraints in order to improve the safety of the races and of all the actors through increased vigilance.

It allows a wired or wireless control of track lights, via a remote control and/or from a computer station for a tailor-made installation.

Compatible with almost all timing software, the ITS Marshalling software developed by our developers ensures a fast, customizable and optimal control of the panels.

ITS Control Box, in 6 or 15 keys version, further improves the responsiveness and user comfort by offering a direct control of the lights.

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PHOTO CREDIT ©ITS Chrono

SOFTWARE

ELITE V3

THE ELITE V3 SOFTWARE SUITE meets all requirements of your races, regardless of the rules or the level of competition.

Simple and intuitive, the Elite v3 software ensures high-end timing of any event without difficulty: creation of event, printing of the starting grids, management of penalties, rankings editions, etc.

Constantly evolving, the Elite v3 software suite offers you unlimited development opportunities.

TRACKING OPTION

THE TRACKING OPTION allows you to create the layout of a circuit and to visualize the race in real time on a screen, interesting for spectators, very useful for timing and almost essential for the race direction.

REMOTE DISPLAY

Thanks to the associated REMOTE DISPLAY and REMOTE DISPLAY MESSAGE software, it is possible to generate the ranking display, tracking, as well as messages on screens placed in various strategic locations.

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TO WATCH OUR VIDEO PRESENTATION OF THE MARSHALLING SYSTEM, SCAN OR CLICK ON THIS QR CODE

All our products are guaranteed for 2 years.
All our products are guaranteed for 2 years.

**WORKING PRINCIPLE**

**Wired installation**
- **WIRED MARSHALLING TRANSMITTER**

**Wireless installation**
- **WIRELESS MARSHALLING TRANSMITTER**

**OPTION**
- **ITS REMOTE CONTROL**

**EQUIPMENT**

**ITS MARSHALLING LIGHT DISPLAY**
- **ITS MARSHALLING SOFTWARE**

**TIMING ROOM**
- **ITS MARSHALLING SOFTWARE**

**OPTIONS**
- **ITS REMOTE CONTROL**

**ITS Control Box** is the solution of specific configurable shortcuts from the ITS Marshalling software. This box sends commands to your Marshal lights even if the software is not in the foreground in Windows.

**A VARIETY OF REGULATORY FLAGS**
- **ITS Marshalling Light Display** is a display panel that will allow you to display race flags in real time. Control your displays automatically based on race events. ITS Marshalling software included.

**WORKING PRINCIPLE**

- **MARSHAL LIGHT PANEL**
- **ITSMAR**
- **ITSMER**
- **ITSMERS485**
- **ITSCB15-M**
- **ITSCB6-M**
- **ITSMGRC**
- **ITSMRC**

**REMOTE CONTROL**

- **INDIVIDUAL**
- **FROM EACH MARSHAL POST**
- **GENERAL**
- **FROM RACE CONTROL**

**WORKING PRINCIPLE**

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“ITS Chrono is more than a company. It is above all a competent team, attentive to the client and their needs, responsive at all times and willingly sharing their international experience.”

Éric Flaction
Technical Director of Chronoromandie

“Our committee acquired the timing system with RF transponders on the advice of ITS Chrono [...]. We appreciate the professionalism and the reactivity of the ITS Chrono team during questioning or after-sales service.”

Patrick Crommelinck
Head of CTD Cyclosport and President of CTD Nord Cyclosport, UFOLEP Nord
To increase the attractiveness of circuits and events, it is essential to be able to offer multimedia content to the increasingly demanding public.

Our wide range of display panels offers a wide range of tailor-made solutions.

Several levels of resolution depending on the location of the panel and its visibility distance, various sizes and combinable modules to adapt to all structures.

The ITS Display Manager software also produced internally, allows you to combine images, videos, race times, etc., on several levels of layers and offer a unique and personalized visual. The spectator has an intense experience, as close as possible to emotions and performances.

By offering to broadcast advertising spots to its partners and sponsors, new revenue prospects are emerging and accelerating the development of the circuit.

For more information on ITS Display Manager software, scan or click on this QR code.
WORKING PRINCIPLE

DISPLAY PANEL

ITS VIDEO LED DISPLAY P6
This ultra-resistant LED video module will allow you to display your timing information in the desired form and to broadcast multimedia content (advertisements, presentation videos, etc.). ITS Display Management software included.

- **DIMENSIONS**: 576 x 576 x 95 mm
- **WEIGHT**: 9.2 kg • 20.3 lbs
- **RESOLUTION**: 96 x 96 px
- **BRIGHTNESS**: 7000 cd/m²
- **LED**: RVB SMD3528

ITS VIDEO LED DISPLAY P10
This 3-color display panel (RED • YELLOW • GREEN) allows you to display the ranking, images or videos with high visibility for spectators.

- **DIMENSIONS**: 3280 x 320 x 165 mm
- **WEIGHT**: 15 kg • 33 lbs
- **RESOLUTION**: 80 x 56 px
- **BRIGHTNESS**: 3000 cd/m²
- **LED**: RVB SMD3528

ITS VIDEO LED DISPLAY CONTROLLER
This video controller allows to drive one or more ITS Video Led Display panels with a choice of different screen resolutions to best meet the needs of the user.

- **DIMENSIONS**: 204 x 160 x 68 mm
- **WEIGHT**: 1.06 kg • 35.3 oz

ITS VIDEO LED DISPLAY P16
This display panel will allow you to display ranking, images or videos with high visibility for spectators.

- **DIMENSIONS**: 1280 x 960 x 175 mm
- **WEIGHT**: 45 kg • 99 lbs
- **RESOLUTION**: 80 x 56 px
- **BRIGHTNESS**: 7500 cd/m²
- **LED**: RVB SMD3528

MODULO
This display panel allows to have a display of a suitable size for permanent installations. Color or black and white. Combinable panel.

- **DIMENSIONS**: 340 x 340 x 52.5 mm
- **WEIGHT**: 3.5 kg • 6.6 lbs

All our products are guaranteed for 2 years.

See our packs...
Always attentive to the demands of its customers, ITS Chrono and its team of experienced timekeeping developers, regularly develop new software and application solutions.

Compatible with Elite v3 software, ITS Live offers a real-time live timing on smartphones, tablets, and computers. ITS Results ensures digital distribution of official documents with electronic signature and ITS SMS Manager provides real-time information by SMS.

ITS SOFTWARE : APPS AND SOFTWARE

ITS SOFTWARE

- ITS BRIDGE
- ITS LIVE
- ITS LIVE DISPLAY
- ITS RESULTS
- ITS SMS MANAGER
- ITS MARSHALLING
- ITS DISPLAY MANAGER
- ITS MONITORING
- RACE DIRECTION TOOLKIT

SOFTWARE

ITS DISPLAY MANAGER

Thanks to its several layers, our very flexible ITS Display Manager software will allow you to customize your display on several levels.

Combine your images, logos, advertisements, race times, videos... to impress your spectators!

Very flexible, this software offers you unlimited multimedia content distribution prospects.

- Elite v3 compatible

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ITS SOFTWARE : APPS AND SOFTWARE

ITS LIVE

Follow the evolution of tests and races with all the live timing informations on your smartphones, tablets or computers.

PREMIUM LIVE TIMING
• DISPLAY OF REAL-TIME PASSINGS
• RACE DIRECTION MESSAGES
• ARCHIVING SESSIONS
• ACCESS BY ANNUAL LICENSE
• RACE FLAGS
• RACE STATUS
• SESSION TIME
• SECTOR TIMES
• LAP TIME
• ACTIVE DRIVER
• POSITION
• BEST LAP
• LAPS COMPLETED

ITS RESULTS

A complete tool for any sports organization wishing to archive, dematerialize and distribute its documents and official results. Management of any type of sporting event.

ELECTRONIC SIGNATURE OF ALL OFFICIAL DOCUMENTS
• RANKING
• LAP BY LAP
• ENTRY LISTS
• LAP CHART
• REGULATION
• SCHEDULES
• JURY DECISIONS
• ALL DOCUMENTS ARE MADE AVAILABLE ONLINE
• ARCHIVING DOCUMENTS ON OUR SERVERS
• ACCESS CONTROLLED BY RIGHTS MANAGEMENT

ITS SMS MANAGER

With this SMS sending software, inform drivers in real time of their ranking. You can determine on which criteria you want to initiate your SMS (departure, intermediate, finish line, etc.)

SENDING SMS IN REAL TIME
• POSSIBILITY OF SENDING SMS BEFORE RACE (BIB NUMBER, TIME OF DEPARTURE,...)
• USER FRIENDLY AND CUSTOMIZABLE
• NO SUBSCRIPTION, NO SIM CARD
• NO EXTERNAL DEVICE
• INTERNET CONNECTION REQUIRED
• COMPATIBLE WITH ELITE V3

ITS LIVE DISPLAY

With our app, you can see in real-time all the official informations of your race. An indispensable tool for every competitor!

RECEIVE YOUR TIMING IN REAL TIME
• RACE DIRECTION MESSAGES
• PROGRESSION IN THE SECTORS
• COMPETITOR'S NUMBER ENTERED
• LATENCY (RESPONSE TIME SERVER/APP)
• POSITION
• GAP FIRST
• LAP TIME
• GAP PREVIOUS
• SECTORS TIME
• GAP BEHIND
• LAPS COMPLETED
• TOTAL LAPS
• RACE FLAGS
• RUNNING SESSION

WIRELESS COMMUNICATION

Discover a range of communication solutions using radio headsets ideal for guaranteeing rapid transmission of your information and better user comfort than radios such as walkie-talkies.

Communicate in total comfort with our wide range of full-wireless, unlicensed radio headset kits with a two-way range of up to 400 m.

DECT 6.0 TECHNOLOGY
Digital Enhanced Cordless Telecommunications*

RANGE ........................................... 400 m • 1312 ft in open space
CHARGE TIME ........................................................................ 3 h
OPERATION TIME ...................................................... 6 h
WEIGHT ........................................................................ 213 g • 7.5 oz

POWER SUPPLY
HEADSET .................................. Rechargeable Lithium Battery
3.7 V / 800 mAh / 3 Wh
CHARGER .................................... AC / adaptive
INPUT 100-240 V - 50/60 Hz / 0.3 A

• EXCELLENT PERFORMANCE
• 270° SWIVEL ROD
• EASY TO USE
• NO LICENSE REQUIRED
All our products are guaranteed for 2 years.