



## TennisONE: The Future is Now

Let's face it – you've got a problem. Your chippy backhand is in need of repair and your gutless second serve is fodder for opponents. But your local teaching pro is off in Kalamazoo and those brief, cutesy instructional articles in the fancy mags just don't bring it. Well, guess what? There's a way to get in-depth instruction online. TennisONE ([www.tennisone.com](http://www.tennisone.com)) is turning the Internet into a ground breaking teaching tool for players of all abilities.

Founded four years ago by Silicon Valley entrepreneur Kim Shanley, TennisONE uses a multimedia approach combining photos, text, animation and video to take learning to whole new level. The technology enables the site showcase the strokes of the top pros, as well as present instruction from some of the world's most innovative coaches and teachers. The tennis playing world is responding to TennisONE by visiting the site in record numbers (over two million hits in May alone). The site has also been drawing rave reviews. One online reviewer claimed, "TennisONE's instructional resources simply cannot be beat."

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TennisONE's most popular innovation is the "Pro Strokes" video gallery, which allows viewers to study the pros in digital video. You can see a breakdown of Pete Sampras' (serve or the groundstrokes of Philippoussis, Borg, or Kournikova, with another top player added every month.

"You can study a player's whole game and see examples of the strokes from every angle," notes John Yandell, a San Francisco-based writer/coach who is also the TennisONE CEO. "I don't know anywhere else that players can go and see an animation of Don Budge's legendary backhand or John McEnroe's serve."

The site also features a lesson library with more than 200 articles on every phase of the game – from groundstrokes to the mental game to strategy and cross training. Readers can write in and receive on line advice to problems from a team of top national teaching pros and coaches.

TennisONE's coaching braintrust includes national experts such as Dr. Allen Fox, Dr. Paul Roetert, Steve Jamison, as well as top Norcal analysts like Jim McLennan, Jeff Greenwald and Monty Basynat. The site also recently began a series of article with legendary Southern California coach Robert Lansdorp, who developed Sampras and Davenport.

Another extremely popular TennisONE section is racket research which uses quantitative measurements of power, control, and the forces that can cause injuries.

"We have a lot of viewpoints, including writers who are challenging the tennis establishment," says Yandell, "We are creating a world tennis community where players can come, have open access to the best coaching minds and a free exchange of information."

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