



NORDIC SKIING TECHNIQUE



NORDIC SKIING TECHNIQUE DVD 5 hours, English, NTSC, DV/HD/16mm
2006

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Instructional

Intermediate - Advanced Skiers

The technique volume in the Science of Nordic Skiing series represents a clear view to the most current understanding of technique and instruction. The project has engaged key principals, elite skiers, recognized experts and thought-leaders in the sport; consolidated their ideas and arrived at a progressive and highly-effective approach to the technique, which you can apply directly to your skiing and fast-track

your development this season. This is the most comprehensive work on nordic skiing technique ever produced and represents an enduring product, all for the price of a ski lesson

Part 1 of the Science of Nordic Skiing DVD series provides an in-depth examination of the sports science. It is tailored to engage the skier the more richly, with clever and concise delivery of technique. Other volumes cover training, equipment and advanced moves. This series is intended for intermediate, advanced and expert level skiers, coaches, instructors and for the certification of nordic ski professionals.

Every DVD in the series provides a highly interactive toolkit; using menus, multiple viewing angles, alternate audio tracks, and subtitles. The DVD-ROM features also include: technical manuals, multimedia explanations, critical and alternative analysis, bio-mechanical modeling, narrative scripts, hyperlinks to on-line resources, MP3 audio books, a photo gallery, behind the scenes footage and bonus movies.

PRODUCERS

Nordic skiing technique is brought to you by xczone.tv the leaders in Clean Oxygen Fed Sport Cinematography. They are the most trusted source for instructional and motivational multimedia and the most evolved and innovative products in the market space, giving the highest level of certification in the industry. their motivational products create a new kind of action which has defined the natural fitness popular culture with talent bordering on the paranormal.

AUTHORS

David MCMAHON and Lise MELOCHE

The producers behind this DVD are real skiers. Between them, they have raced 2 Olympic Games and 200 World Cups; winning 7 medals, including one Gold. Each of them holds past National Champion titles. Lise is a sports physiologist and educator and David is a practicing biomechanical engineer. Together, they have mentored thousands of people to ski to their potential - including Olympics dreams.

EDITORIAL

Why do you need to buy this DVD? Sure, you can try to figure intermediate to advanced nordic skiing out yourself, and you may succeed in time. I can guarantee that, without instructional material like this DVD, it will take you much much longer. How much is your time worth?

But, then again, I have seen people ski for 30 years and never move beyond novice skills.

Perhaps you have hit a plateau in your ability to perform? Maybe you have a good engine but ugly technique? Do you loose time on down-hills, bog down on climbs, feel out-of-balance on difficult conditions, or can't go any faster, regardless how much effort you expend?

As a World Cup Gold Medalist, I will tell you what a skier must do to

succeed with technique is: practice perfectly, mindful exercise, pay attention to detail, engage voraciously in self-study, and mentor with excellent skiers.

This DVD should help in all those key areas.

We each spent 40 years skiing; 20 years at an elite level. In a sport where most World Cup athletes take their secrets to the grave, we meticulously recorded all our ski knowledge, that of our teammates and competitors on the World Cup, where we lived and raced full-time. Furthermore, after competing on the World Cup or Olympics, our skiing knowledge and ability continued to evolve. Skiing, for us, became a lifelong pursuit; and we continue to train, time trial, race and push the limits of the sport.

This body of knowledge filled a dozen boxes and included all of our notes, training dairies and copies of every team's training programs on the circuit. We correlated, validated, refined, and presented the knowledge in the most efficacious manner for fast-tracking nordic skiing technique. Just the process of creating a universally accepted technical manual and a narrative script, took years of effort and collaboration. Then we put it to good use by instructing a few thousand people. This material formed the basis for our DVD series.

We found that the secret to skiing well is in the correct application of the fundamental biomechanics and in a special training method.

What you are getting, in this one DVD, represents decades of work.

It will save you 10 years right off the top doing stuff that simply does not work.

It will bring you right up to speed to what the best skiers on the planet are doing now. Not what many observers think they are doing.

It will instill a killer training system

It is closest thing you will get to a season of private lessons with an Olympic skier

You will have the ideal visualization tool on hand with precise understanding and expert demonstration.

It will create inertia and intuitive perpetual motion

It will give you bulletproof control over any terrain

The price of this DVD is a \$39.95. The value is much much higher. The return on your investment is a \$170,000 production involving dozens of elite skiers, representing decades of expertise squeezed onto a single disk. This DVD is an enduring product. You can take it off the shelf again and again. Download the audio and video onto you ipod and go skiing. It is like having your own personal instructor skiing along with you.



Without a DVD like this, you would have to: make arrangements for several weeks of private lessons with an Olympic athlete and coach at \$150/hour, add travel and accommodations, make sure that you take copious amount of notes and video, organize and edit them yourself, validate the teaching with a number of independent authorities, then take a refresher course. Total cost is going to set you back more than \$2500.

Of course, a DVD is not a substitute for professional instruction, but for \$39.95 the return on your investment is indisputable, and will optimize your time on-snow.

In comparison, \$39.95 will only get you one hour of novice lessons from an average instructor. Similarly you can always buy World Cup racing footage re-copied off of TV with some ad hoc coaches commentary dubbed together in an evening. But, casual observation, or experience-by-proxy is not knowing.

THE SIMPLE DIFFERENCE IS:

Xczone.tv stands out singularly with a professional instructional product line, in a market place where all other teaching videos consist of re-copied World Cup TV footage with amateur assembly and ad-lib commentary by instructors. Understand that, the product you typically receive was produced in an evening at no-cost, and where the athletes depicted on the tape neither willingly participated with the project, nor do they necessarily agree with what is being said.

Too often coaches try to talk people into becoming good skiers instead

of showing them despite science telling us that people learn by mentoring.

The pros on this DVD lead by example with crisp demonstrations that are matched with precise explanations throughout.

WHAT WE DO **NOT** DO:

Re-copy or pirate World Cup and Olympic footage,
Release PG13 jackasses-like drunken ski videos
Deal in amateur no-cost productions
Preach old-school or outdated doctrine

WHAT WE DO:

Original productions
Suitable for general audiences
High-quality studio productions
The most progressive nordic skiing material