



The Arena Drag Racing System (ADRS™)

Showdown USA™ captures the excitement and energy of high performance drag racing in a revolutionary new way...one that transports all the visceral sites and sounds from the local drag strip into the local arena. Using patented, innovative roller technology, the Showdown USA Arena Drag Racing System™ gives the audience and drivers alike the excitement and energy of high performance drag racing – INDOORS – no thunderstorms, rain outs, or weather delays. From the comfort of their seats, audience members will see every burnout, every hole shot, and every checkered flag.

How does the Arena Drag Racing System (ADRS™) work?

The system is based on roller platforms that allow several cars or motorcycles to drag race while remaining live on the platform. By combining technology with innovative new telemetry and electronic displays, the Showdown USA™ ADRS™ replicates the actual track conditions of a quarter-mile, asphalt drag strip. As the competitors' cars accelerate and exert force to turn the large rollers positioned under their tires, distance, speed, and other data is measured to determine how fast a driver makes it down the strip. The demand on cars and drivers is identical to that needed on a race track and racers must use their best driving skills and extract the highest performance from their cars and motorcycles to win. Miss a shift...you lose. Too much wheel spin at the starting line...you lose. Over-rev your engine and it can blow.

Our ADRS™ systems measure automotive performance in real time, recording every burst of power, every miniature stall that a vehicle undergoes. While existing dynos typically record information over only one gear, the Showdown USA™ ADRS™ records every nuance of a quarter-mile race. In addition, it can handle speeds of up to 350 mph and high G's associated with low ET runs.

Drivers track key data via a cutting-edge graphic interface which enables them to monitor their own and their competitor's progress. Burnouts are a big part of racing, and there will be plenty at Showdown USA™. The patented Burnometer™ measures tire spinning on the rollers, so drivers can see just how much their tires burn when coming off the line.

A High Definition graphic representation of the race is shown on the display that deciphers the real progress of the racers electronically. At the finish line, the audience and drivers see each car's speed and elapsed time, plus RPM, trap speed, and other data.

Showdown USA™ compresses eight or more hours of racing into two non-stop, action-packed hours, giving fans and drivers an exciting new way to enjoy the sport!