

## Business

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Voyager plans high-tech ocean trip

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This summer when Roz Savage makes a bid to be the first woman to row solo across the Pacific Ocean, she'll have technology aboard that was designed by a local company.

Savage will use the OmegaWave Sport technology system to measure the physiological effects of her journey. For a couple of minutes each day, Savage will slip electrodes on her wrists, ankles, palm, chest and forehead to record data about her cardiac, central nervous and other systems.

The data then will be transmitted via her satellite phone to OmegaWave's Eugene office, where the information will be interpreted and translated into easy-to-read charts for Savage's Web site, [rozsavage.com](http://rozsavage.com).

Savage became the first woman to row alone across the Atlantic Ocean in 2006. The only way she measured the physiological effects of that 3 1/2 -month journey was to weigh herself before and after, and notice, "Wow, I seemed to have lost 30 pounds," Savage said during a brief stop in Eugene on Thursday. She is towing her 24-foot-long boat from San

Francisco to Hood River, where she will give a presentation on Sunday. She'll give another in Bend on Monday.

For Savage's Pacific voyage, her boat will be loaded with technology that will enhance the frequent dispatches on her Web site. Besides the OmegaWave monitoring, she'll be taking a brief psychological survey each day; a weather station will beam information about weather she encounters; a global positioning system will track her progress; and she'll be logging any plastic debris she spots in the ocean. That's part of her environmental focus as a project of the Blue Frontier Campaign, a nonprofit oceans advocacy group based in Washington, D.C.

"I think it will be fascinating looking at the output from OmegaWave and comparing it with, say, the psychological survey," Savage said.

Savage, the daughter of Methodist ministers, grew up in Cheshire in the United Kingdom. She graduated from University College, Oxford, where she took up rowing. Savage built a successful career as a management consultant, but she said her material wealth didn't make her happy.

"I never believed I could do something like this," she said. "I was an armchair adventurer. I thought adventurers were some kind of super-species. But it's amazing what you can do when you believe you can do it."

The developers of the OmegaWave technology have been on an adventure of their own. The company was founded in 1999 by two Russian researchers, Leonid Masakov and Vladimir Larionov, and two entrepreneurs, Allen Huffstutter and Valeriy Nasedkin. It now has an international clientele, including Chinese teams preparing for the 2008 Olympics and sport science institutes.

With a firm foothold in the sports market, the company hopes to move into the health care/wellness market and the consumer market, said Huffstutter, the company president.

OmegaWave's first client was the Oxford University Boat Club in the United Kingdom. It was one of Savage's connections at Oxford that contacted OmegaWave about six months ago to see if the company would be interested in monitoring her as she rowed across the Pacific.

"This particular project really caught our fancy because it's a pretty heroic effort," Huffstutter said.

Savage is set to launch her three-leg journey in San Francisco in early July. She plans to reach Hawaii by the end of September, and take six months off to rest and to avoid the hurricane season. Next March, she'll leave Hawaii for Samoa. She hasn't yet scheduled the final leg to Australia. Savage said her budget for the entire trip is \$580,000. She has raised \$40,000 so far in individual donations.