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CUMBERLAND COUNTY

Inventor hopes to score with fans

Device synchs TV and radio shows

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A Cumberland County entrepreneur's latest invention allows avid sports fans to watch their favorite teams on television while listening to the play-by-play from their hometown radio announcers.

The device, called DelayPlay, got the attention of two Chicago-area investors who agreed to fund inventor Ron Sanderson's creation. The pair plans to help the Monroe Township resident manufacture and market the product nationally in 2006. Sanderson declined to discuss financial details of the partnership.

Sanderson, a former computer business owner, invented

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DelayPlay in September 2004. He has sold several hundred of the devices through the Internet. But he hasn't advertised because DelayPlay is difficult to manufacture in large quantities.

"I can't fill 2,000 orders. Well, I guess I could; it would just take me awhile," said Sanderson, who received numerous offers from potential investors after he started selling his product online. "This all just got too big for me to handle."

Sanderson's product delays radio commentary so it matches the action of the televised games. Radio coverage typically is more colorful and fun to listen to because the announcers are local and know the players intimately, said David Shimberg, one of DelayPlay's investors and a fervent Chicago White Sox fan.

"This is an emotional issue for many men," said Shimberg, a former chief information officer with Chrysler Corp. "You want to hear your announcers talk about the players like they know them. These national guys on TV, they're foreigners. They come in, and they don't know anyone."

The problem is that televised games run a few seconds behind radio coverage because TV signals have to be encoded before the game can be broadcast on the screen. For Shimberg, that meant hearing the action about six seconds before he saw it on TV.

"It was like I was clairvoyant," Shimberg said.



PHOTO/SUBMITTED

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Shimberg started searching the Web for a product that could delay the radio coverage. If he didn't find such a device, he planned to invent it himself. Instead, he found DelayPlay. He convinced Sanderson they could sell the product in the Chicago area by the time baseball season starts next spring. They hope to sell the product nationally before the start of the 2006 NFL season in September.

Sanderson has a patent pending for DelayPlay. The box-like device hooks up to a radio and sells for \$139. The machine slows coverage for up to 16 seconds.

"It's hard for us to understand in Central Pennsylvania because

we don't have professional sports teams," Sanderson said.

He contracts with a York manufacturer — he declined to say which one — to make the circuit boards, then he finishes the assembly and packages the devices in his garage. Sanderson also holds a patent for a device the federal government uses to ensure the security of modems and faxes.

The 46-year-old lives with his wife, Karen, and their two teenage children. He is heavily involved in his church and doesn't get too excited when he speaks about the potential success of his latest creation.

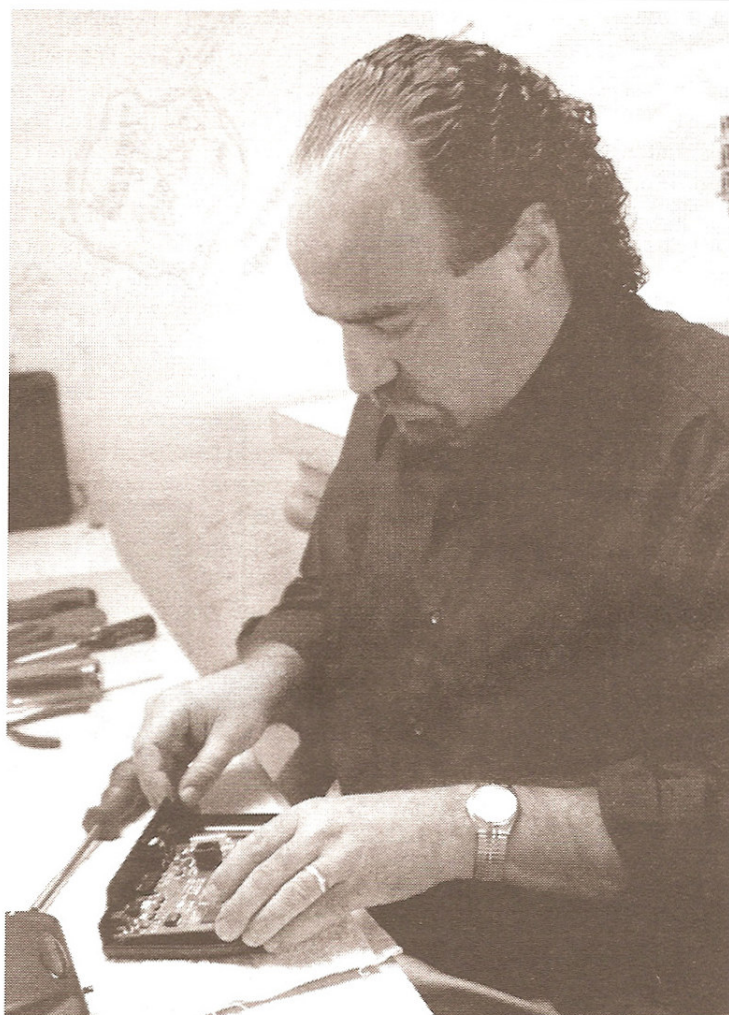
"When you're an entrepreneur, you just keep moving on to the next item," he said.

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DelayPlay

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INVENTOR: DelayPlay maker wants to sell box nationally by 2006



PHOTO/LIZZIE HEARD

Ron Sanderson assembles a DelayPlay machine. Sanderson invented the machine, which delays radio waves so viewers can watch sporting events on television and listen to radio announcers call the games.

Sanderson plans to market the product in the United Kingdom. Sports fans there will be able to use the machine to translate German soccer games into English, he said.

Meanwhile, Shimberg has no doubts about the success of his

latest venture. His goal is to lower the manufacturing costs of DelayPlay and sell about 50,000 of them a year.

"This is one of those rare times when you're investing in a product that satisfies a personal need," Shimberg said. ■

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