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TRUBLUE™ AUTO BELAYS LAUNCHES INNOVATIVE MODULAR AUTO BELAY
*Modular self-regulating automatic belay device offers superior technology and features
for indoor and outdoor climbing wall operators*

BOULDER, Colorado (April 29, 2010) – [TRUBLUE Auto Belays](#) announces the launch of an innovative new modular auto belay designed specifically for the climbing industry. The result of over four years of research, development and testing, the TRUBLUE auto belay uses a self-regulating magnetic braking system to provide climbing wall operators with advanced technology and flexibility, as well as minimal maintenance requirements and costs.

“The new TRUBLUE Auto Belay is a great step forward in technology,” said Mike Alkaitis, General Manager of the Boulder Rock Club in Boulder, CO. “The TRUBLUE system is easy to use, moveable and has a redundant backup system. We look forward to growing our business with this amazing new product.”



The [key features](#) of the TRUBLUE auto belay device include:

- Reliability with no sacrificial wearing parts

- No clutch bearing, eliminating a key potential point of failure that is present in other auto belay systems
- Smooth descent of 6 ft./second (1.8 m/s) with minimal variation in descent rate of a child and an adult
- Accommodates a wide range of climber weights from 22 – 330 pounds (10 – 150 kg)
- Simple to install and easy to move to accommodate group programming
- Descent height of 41 feet (12.5 m) provides the longest range of any modular auto belay
- Webbing based system will not damage walls and is more natural for climbing
- Reduced webbing wear with unique field-replaceable webbing delivery nozzle
- Lower maintenance and servicing costs than other auto belays on the market

“We are thrilled to be bringing this [innovative new product](#) to the climbing industry,” said John McGowan, President of TRUBLUE Auto Belays. “What impressed me the most about the device were the qualifications and caliber of the firm that designed and tested the TRUBLUE. For the development of such a product, one would be hard pressed to find a more ideally suited entity than Holmes Solutions. Beyond the innovative design itself, HSL's core business is as an ISO 9000 certified testing laboratory. Without the resources that they have at their disposal, such a development would have been impossible.”

The TRUBLUE auto belay is available for pre-order and introductory pricing is \$1,995 per auto belay. Initial units are expected to start shipping on June 15. It is anticipated that supply will not meet demand initially, so it is recommended that customers place their orders as soon as possible to reserve their priority. A \$500 deposit is required for each auto belay, and the balance of \$1,495 per auto belay will be charged upon shipment. Pre-orders can be made by US and Canadian customers at www.climbtru.com. International customers can place an order by calling TRUBLUE Auto Belays at 720-565-6885.

About TRUBLUE™ Auto Belays

TRUBLUE is the next generation of indoor and outdoor climbing wall auto belays. Designed specifically for the climbing industry, the TRUBLUE unit uses technology superior to prior and current auto belay devices. The TRUBLUE self-regulating magnetic braking system is the result of over four years of research, development and testing. Using an auto belay in your facility reduces wall operating costs, attracts more climbers and makes climbing even more fun. TRUBLUE Auto Belays is a subsidiary of [Eldorado Climbing Walls](http://www.climbtru.com). One of the most established climbing wall companies in the industry, Eldorado recognized the value that the TRUBLUE unit will provide the industry. www.climbtru.com

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