

THE HISTORY OF V-MAX EHRM MONITOR SYSTEMS
by Roger Rittenhouse
(Edited)

Which company came first, who did what? Tom Ivers initially developed the use of human heart rate monitor components in 1985. He and Dr. G Mayland coined the “name” V-MAX® for their tool.

In 1989 I acquired one of Tom's V-MAX® systems and by late 1989 I was marketing the V-MAX® Equine Heart Rate Monitor System (also referred to as EHRM).

By early 1990 a rider in California, Bob Waltz, established his equine heart rate monitor business and added it to his line of stirrups. It was almost the same thing Tom and I had going but with a major change: the type of electrodes. Both of us knew that stick-on electrodes would not work well for most riders. So in late 1990 the V-MAX® and Bob's EZ-PULSE were the only “real” equine heart rate monitor systems on the equine market.

Bob got out of the business and sold his stirrup business to EASYCARE who became SPORTACK. Part of the deal included Bob's EHRM system.

Some period of time later, Steve Elliot picked up the balance of Bob's company Equine Performance Products. Steve began marketing his version of an EHRM under a few trade names in the mid 90's.

Eventually (in 1998 or 1999) SPORTACK dropped out of the EHRM business and for a number of years they only options available were from V-MAX® and Steve. To this day the only product offerings are from Polar and V-MAX®.

As for who did what first, it really does not matter, I know what I did and when. I tried many alternative concepts long before others put them on the market. If some failed to work for me, it never made it to the market. Which makes me wonder at times if some of the products offered by other companies were ever really tested well on horses by riders before they were released.

With my history and experience as a rider I believe I have developed the most accurate and user-friendly product on the market.

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