

## ■ THE BEST SEAT IN THE HOUSE ■

A gun sounds and a wave of Lycra-clad skiers bolts across the starting line, arms and legs pumping frantically to gain the early advantage. Cheers rattle the small stadium as the racers round the track. Then the stadium falls silent as the skiers thread into an adjacent forest. It will be hours before they return for the finish.

And you, the spectator? Will you stay in the stadium or leave to get a better venue in the woods or just go home? It's a problem that has been plaguing cross-country competitions for decades: maintaining the crowd's interest.

Organizers of the World Nordic Ski Championships held in Lahti, Finland last March found the perfect way to keep interest levels peaked: "Diamond Vision," a Japanese invention that Ameri-

can baseball and football fans have appreciated for years.

Thanks to the generosity of the Mercedes-Benz Corporation, every inch of every World Cup race was displayed on a giant Mitsubishi Diamond Vi-

■ *Thanks to Diamond Vision, skiers at Lahti become larger than life.*

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