



For immediate release

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### **Cambridgeshire technology company lands key contract**

Cambridgeshire-based technology company, TurfTrax Limited, has secured an important contract to deploy its ground-breaking Tracking System at 19 showcase horseracing events this season beginning with this weekend's QIPCO Guineas Festival at Newmarket.

TurfTrax, which runs its international business from offices in St Neots, developed the Tracking System in conjunction with the team at Omnisense, another leading-edge technology business based in Cambridge.

Transmitters carried in horses' saddle cloths provide the data to track the progress of every runner in a race and deliver real-time speed and positioning data to broadcasters for live transmission and sectional times for post-race analysis.

TurfTrax Managing Director, Mike Maher said, "In partnership with QIPCO British Champions Series and four of the country's leading racecourses the Tracking System will have its busiest season yet, capturing data for races run at iconic events including Royal Ascot, Glorious Goodwood and York's Ebor Meeting.

"It's particularly appropriate that our season of involvement with the QIPCO British Champions Series should begin at the Guineas Festival this weekend, as Newmarket is our local course and its management team has been enormously supportive of TurfTrax products for racing during their years in development.

"Channel 4 Racing, the BBC and satellite broadcasters Racing UK and At The Races have all designed bespoke graphics packages to interpret the tracking data in viewer-friendly formats, and we look forward to receiving their feedback as the season progresses."

The British Champions Series backed by Qatari investment company, QIPCO, incorporates the top 35 Flat races in the in the British horseracing calendar and sectional timing will be rolled out for almost two thirds of them.”

Rod Street, Chief Executive of the QIPCO British Champions Series, said: “We are delighted to be bringing sectional timing to over 60% of our Series races this year in partnership with Ascot, Goodwood, Newmarket and York.

“As well as providing invaluable data to enrich broadcasts and post-race reporting, we hope that it will prove another step along the road towards even more extensive use of this excellent TurfTrax product in the future.

“All sports need to embrace technology and although installing sectional timing at British racecourses is challenging and costly given the unique layout of many of our tracks, it is something which we believe can play an increasingly important role in the appreciation and analysis of our sport.”

A long time advocate of sectional timing, racing broadcaster and betting guru, John McCririck, said, “At the London Olympics every event involving the clock will have instantaneous 100<sup>th</sup>-of-a-second times flashed up in arenas and on screens.

“For years I have urged racecourses and TV companies to recognize that accurately reporting times as they happen is a service the sport needs and deserves, and this is definitely a major step in the right direction.”

The whole range of TurfTrax products and services, developed specifically for horseracing, continues to attract interest from horseracing authorities world-wide, most recently in the USA, Australia and France.

Maher added, “We are obviously thrilled to be given the opportunity to showcase our Tracking system at some of the greatest racing occasions in the world at Newmarket, Ascot, Goodwood and York, demonstrating to other potential customers that TurfTrax technology is way ahead of the field.”

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