



For immediate release

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GoingStick breaks new ground

Gowran Park this week becomes the first racecourse in Ireland to formally adopt the TurfTrax GoingStick and will begin publishing readings for all meetings with immediate effect.

The GoingStick, which was developed by TurfTrax in collaboration with the Centre for Sports Surface Research at Cranfield University, objectively and scientifically measures penetration and shear, the two forces exerted by a horse's hoof when it comes into contact with the racing surface.

Eddie Scally, Gowran Park's General Manager said, "TurfTrax have worked with us to map the course and determine the waypoints where readings will be taken. This will enable us to add a scientific measurement to current methods of issuing going reports, and will help us plan irrigation programmes to ensure as far as possible that we can deliver consistency across the entire course."

The GoingStick is designed to work alongside the TurfTrax Mapping System and the Weather System, although all three products are used independently in a variety of sporting and leisure environments and each is supported by a software platform specifically designed to interpret the data it gathers and present it in a clear concise format with multiple applications via the TurfTrax Hub.

TurfTrax Managing Director Mike Maher said, "We will be making GoingStick readings available for Gowran Park in the same way as we currently do currently for all British racecourses. We look forward to continuing to work with the team at Gowran Park and building a database of historical readings which will help with future ground management."

ENDS.

Further information:

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About TurfTrax:

TurfTrax is a global leader in the design and implementation of innovative data products for the horseracing industry, we combine this data to create knowledge and insight for the industry.

In recent years the Sectional Timing & Tracking System has been deployed at Ascot (QIPCO British Champions Day), Goodwood, Lingfield Park (All Weather Championship fixtures), Newmarket, Sandown Park, York and also at Aintree/Cheltenham where the TurfTrax data forms an integral part of the Channel 4 Horse Tracker App.

The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick. The company also installs and operates Going Mapping and Weather Systems and its international customers include; France Galop, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, Japan Racing Association, The Australian Turf Club and The Victoria Racing Club.