



For immediate release

6, July 2016

Heritage and technology combine

As Newmarket Racecourses continues to celebrate its 350 year heritage, followers of this week's Moët & Chandon July Festival will be kept completely up-to-date with state-of-the-art technology delivered by TurfTrax.

The TurfTrax Sectional Timing & Tracking System (STATS) which provides real-time information for broadcast and post-race analysis is making its second visit to Newmarket this season having been successfully deployed at the QIPCO Guineas Festival in May, and will be in operation on all races at the festival for the fifth consecutive year.

The consistency of the service is now paying dividends as Managing Director Mike Maher, explains, "TurfTrax remains the only system of its kind anywhere in the world to successfully operate over jumps, on the Flat, on Turf and the all-weather. As a result, we have compiled an unrivalled knowledge bank for many of the sport's most important races.

"At Newmarket alone we are able analyse in detail the performance of every one of the 158 Classic contenders who have run in the last five 1,000 and 2,000 Guineas, for example.

By combining the STATS data with the information recorded by our on-course weather stations and the TurfTrax GoingStick, we have the ability to create unique and valuable insights incorporating factors which have only previously been viewed in isolation."

The TurfTrax data will be available in real time on Newmarket racecourse screens, Channel 4 and Racing UK. Post-race data will be available on the TurfTrax and Newmarket Racecourses websites accompanied by detailed analysis of the feature race each day from Simon Rowlands.

TurfTrax will be in operation at a number of major Flat racing meetings throughout the summer including the Qatar Goodwood Festival, York's Welcome To Yorkshire Ebor Festival and returning to Headquarters for the Cambridgeshire meeting and Dubai Future Champions Day.

ENDS.

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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.