



For immediate release

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Sectional timing debuts on QIPCO British Champions Day

Sectional times will be officially recorded at Ascot for the first time in the course's 300-year history on QIPCO British Champions Day Saturday, 15 October.

TurfTrax has been commissioned by British Champions Series to capture data using its innovative tracking system which provides real-time information for every runner including speed, acceleration and the time taken to cover each furlong.

The TurfTrax Tracking System (TTS) uses ultra-lightweight transmitters (Mtags) placed in specially designed number cloths to transmit encrypted data to receivers around the track. Information is relayed wirelessly to access points which link directly to the racecourse's IT infrastructure and to the TurfTrax control centre.

The scale of the site at Ascot has presented its own unique challenges. TurfTrax Managing Director, Mike Maher explains, "The sheer size of the grandstand and the amount of radio activity that takes place on a raceday were major considerations. The system has to be robust and its components functional but unobtrusive.

"Working closely with the team at Ascot we have devised a solution that is effective, sympathetic to its environment and which can easily be reinstated at future meetings if required."

All three broadcasters providing live coverage of the inaugural QIPCO British Champions Day - BBC, At The Races and Racing UK - will be supplied with a live feed of the TurfTrax data as it is collected providing an added dimension to post-race analysis.

Sectional times, sectional average speeds and positions will be made available to racegoers via the closed-circuit television system and to media in attendance within a short time following each race.

Timeform's Simon Rowlands, a long time advocate of sectional timing said, "In the absence of electronic sectionals, Frankel was estimated by a number of hand-clockers as running several back-to-back furlongs of around 11 seconds on his way to winning the QIPCO 2000 Guineas by a margin that was even wider at halfway than it was at the line.

"Similarly, he lobbed along in the lead of the QIPCO Sussex Stakes before destroying his rivals with a burst of speed from halfway that is usually seen only in the very top sprints.

"We will never know just how fast Frankel was traveling mid-race in either the Guineas or the Sussex. But, fortunately, there will be no such ignorance after he runs in the Queen Elizabeth II Stakes on QIPCO British Champions Day.

“The anticipation of the occasion has been enhanced by not only Frankel's confirmed presence but by the promised opportunity for the public to measure his considerable ability like never before.”

Rod Street, Chief Executive of British Champions Series, said, "Most other sports offer some form of performance-related electronic data to their viewers and we feel the sectional timing will provide greater context to the races.

“Our sponsor, QIPCO, is very supportive of sectional timing and, whilst they can't control the sport's overall strategy on this, it is tremendous news that their sponsorship of the series has at least allowed us to get sectional timing back on the agenda and add value to the broadcast experience.”

Although making its Ascot debut, the system has been used extensively on British racecourses and was tested in situ at last week's meeting.

Adam Mills, Chairman of TurfTrax said, “The TurfTrax Tracking System has been in development since 2003 and has been used successfully in more than 5,000 races in the UK involving approximately 60,000 horses.

“We are delighted that British Champions Series has provided us with this opportunity to showcase the system at this groundbreaking event where the data captured is certain to become a benchmark point of reference.”

Further information:

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About TurfTrax

TurfTrax is a world-leading technologically advanced company focused on improving standards and providing data to enhance sporting events.

Its products include the **GoingStick**, endorsed by leading racing authorities across the globe and providing the industry standard in British horseracing. Its web-based **Weather Systems** are used by all major racecourses in Britain and many international and domestic sporting authorities and venues including the Victoria Racing Club and Chelsea FC. The **Going Maps** developed by TurfTrax provide owners and trainers with a detailed, accurate and up to date representation of ground conditions ahead of key entry and declaration stages.

More detailed information is available at www.turftrax.co.uk