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WeatherTrax goes live for Kempton's Ladbrokes Christmas Festival

Horsemen, media and racing fans will be able to access real-time live weather data and up to the minute Going reports for Kempton Park's two-day Ladbrokes Christmas Festival which begins on Saturday, 26 December, after the Sunbury-on-Thames venue became the latest UK racecourse to commission the WeatherTrax Live service.

Data streamed directly from the WeatherTrax system includes wind speed and direction, rainfall, live temperatures and is supplemented by weather forecasts, humidity readings and evapotranspiration rates, all available on demand.

WeatherTrax Live for Kempton Park is available to view at:
https://its.turftrax.co.uk/visualiser/kempton/

Kempton Park's Clerk of the Course Barney Clifford said, "Efficient and effective communication with horsemen is especially important at this time and with the support of TurfTrax, we are delighted to be able offer this new service ahead of our most prestigious fixture of the year."

Kempton Park joins fellow Jockey Club racecourse, Newmarket, together with Ascot and Goodwood in adopting the innovative platform for festival fixtures which made its public debut at the Royal Meeting in June.

TurfTrax Managing Director Mike Maher said, "WeatherTrax Live draws on years of data collated from each course. Our TurfTrax Hub database platform that we have invested in significantly in the last few years, along with our WeatherTrax and MezurIT products, enables us to offer easily accessible live data for a wide range of purposes. This is another important example of how data can be used to enhance the at home experience for the racing community.

"We are very pleased that Kempton has chosen the Ladbrokes Christmas Festival to launch the service."

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, combining data to create knowledge and insight for the industry.

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, Deutscher Galopp, Dubai Racing Club, Saudi Cup, Breeders Cup, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Woodbine Ent. Group, Hong Kong Jockey Club, The Australian Turf Club, Racing Victoria, Racing Queensland and Racing and Wagering Western Australia.