



For immediate release

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Britons join forces across the pond

Two of British racing's most respected brands, TurfTrax and Duralock, are to combine to develop a range of innovative products aimed at international sports and leisure venues.

Duralock, a world-leading manufacturer of high-performance PVCu fencing whose core product is among the most familiar sights on British racecourses, is looking towards technology to support the development of its next generation rails systems.

Cambridgeshire-based technology company, TurfTrax, has been bringing information closer to the public at sporting events, particularly racecourses, for many years and Managing Director Mike Maher believes there are opportunities for integration.

"Delivering data direct from the track or from the competitors requires robust connectivity. Being able to place the technology as close to the action as possible has obvious advantages and very often there's nothing closer than the running rail.

Maher is at this week's Pan American Racing Conference in Washington, D.C. with Duralock's CEO, Jonathon McGovern, who said, "Connectivity has become an important part of the visitor experience at most major sporting events. There are a number of wireless solutions, but they all require infrastructure to some degree.

"Duralock's permanent and temporary installations can be utilised to help carry data, house connections and even deliver power to support a wide range of technical applications including those being managed and developed by TurfTrax."

Maher added, "The Pan American Racing Conference will provide us both with an opportunity to gauge and evaluate international appetite for the products we currently have under consideration or in development."

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.

About Duralock:

Duralock are manufacturers of Performance PVCu fencing systems. With over 20 years' experience, Duralock have established themselves as leaders within the worldwide market, providing racecourses and sports grounds across the globe with their range of specialist fencing systems.