



For immediate release

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Autumn campaign gathers speed with TurfTrax

This week's Cambridgeshire meeting at Newmarket is the first of three high-profile autumn fixtures to benefit from real-time speed and positioning data provided by the TurfTrax Sectional Timing and Tracking System (STATS).

All 22 thoroughbred races at the three-day fixture will be covered, delivering on-screen speed and positioning information to racegoers via the closed-circuit television screens and providing owners, trainers and media with valuable data for post-race analysis. Live data will also be displayed on Racing UK and Channel 4.

To mark the launch of the campaign the opening day's 3:10pm race, a £14,000 handicap over one and a half miles, will be run as the TurfTrax.co.uk Sectional Timing at Newmarket Handicap.

TurfTrax has also confirmed that STATS will be back at Newmarket in full operation on Dubai Future Champions Day on Friday, 17 October and then again at Ascot less than 24 hours later when full coverage of QIPCO British Champions Day will be provided for the fourth consecutive year.

TurfTrax Managing Director Mike Maher said: "We have an excellent working relationship with Jockey Club Racecourses. Ever since we began early trials at Newmarket it has been a joint venture and Thursday's race is very much a reflection of that. I am grateful to Michael Prosser for his outstanding support of TurfTrax products.

"The 'Weekend of Champions' at Newmarket and Ascot next month will be a new challenge. It's the first time we've been called upon to cover two very high profile venues back-to-back, but the data from both will be of such interest to racegoers, TV viewers and analysts that we were determined to make it happen. We have overcome the logistical problems by purchasing more equipment to increase our capacity which I hope will prove to be a sound investment.

"We are examining all possible routes to funding a wider roll out in the future and if we receive a favourable response to our proposals from the racing industry I would be confident that we will be evident at many more fixtures in 2015."

Data from Newmarket's Cambridgeshire Meeting which begins on Thursday, 25 September will be available to view at www.turftrax.co.uk.

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. The Sectional Timing and Tracking System has been deployed at Ascot, Goodwood, Newmarket, Sandown Park and York in conjunction with QIPCO British Champions Series. The real time data produced by STATS is an integral part of the Channel 4 Horse Tracker App which has been used at both the Cheltenham Festival and Grand National in 2014.

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, The Australian Turf Club and The Victoria Racing Club.