

Running Cycling Skiing Kayak Sailing Orienteering  
Triathlon Adventure Mountain bike Rowing

# TracTrac<sup>®</sup>

NEWSLETTER – JUNE 2009

LIVE TRACKING OF SPORT AND EVENTS  
BRINGING THE ACTION TO YOU  
UNVEILING THE DECISIVE MOMENTS AND FACTORS IN SPORT

## The Volvo Ocean Race is coming home

The 7 remaining boats of the Volvo Ocean Race are approaching their final destination after their adventurous and exciting endeavour. TracTrac has been with the Volvo Ocean Race all the way around the world delivering live tracking of all the In-Port races and the TracTrac-system has shown its strength and versatility in providing the tracking input for the live TV productions, webcast for hundreds of thousands of fans around the globe, feeds for spectacular 3D tracking by Virtual Spectator and commentary support. TracTrac is proud to have been a trusted partner of the Volvo Ocean Race.



## ISAF World Cup in Palma Mallorca

The Princesa Sofia Mapfre Trophy, 3rd event in the ISAF Sailing World Cup, concluded with intense racing in the Medal Race staging the best top ten sailors in each class. Web spectators from around the globe watched it live (and still come back to see the replays) via [www.tractrac.com](http://www.tractrac.com)



## Just do it yourself

During the last months yachting clubs from all corners of Europe have enjoyed live tracking delivered by TracTrac. What is new for a few of these clubs is that they have run the live tracking all by themselves without any onsite support by TracTrac. The freedom to setup and manage your own event is facilitated by the easy-to-use TracTrac Event Manager giving direct web access to the TracTrac-system.



Apart from giving the organizer the freedom and flexibility to setup and manage their own event – it has the pleasant benefit of making live tracking more affordable and accessible to more events. Naturally, TracTrac still provides their state-of-the-art full service solution for events that prefer not to get involved in managing the live tracking.

## A busy summer ahead – stay tuned

Stay tuned for live tracking of the Finn Worlds (5-7), J80 Worlds (7-7), World Match Race Tour (24-8) and many more – some of them with tracking of the entire fleet. Keep an eye on [www.tractrac.com](http://www.tractrac.com) to follow you favourite event live.