

TracTrac[®]

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

Bringing the action to you

TracTrac provides GPS-based LIVE-tracking of sailing events and puts the spectator right in the middle of the competition by providing instant LIVE access to a wide range of crucial information on the sailors' performance. At the arena, using the internet or watching TV – TracTrac delivers the excitement.

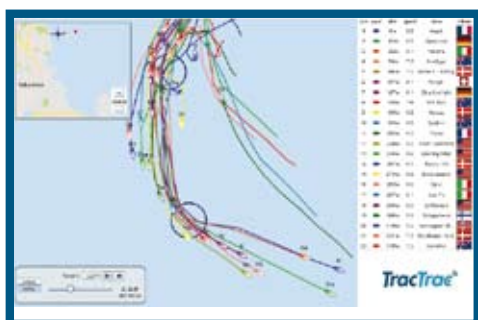
Unveiling the decisive moments and factors in sport

TracTrac unveils the decisive moments and factors of the sailing event and delivers previously unseen overview and insight in all kinds of sailing events. LIVE-tracking excites and engages the audience and opens up the event in a whole new way for spectators, media and sponsors.

TracTrac builds on five years of experience with LIVE-tracking in a wide range of sports and has delivered tracking excitement at Farr 40 worlds, World Match Racing Tour, Nordic Military Championships etc.

The TracTrac System

The live viewer



The live viewer presents the LIVE-tracking to your audience. In combination with TracTrac's advanced LIVE-tracking server it allows the spectator to keep track of position on the water, speed, rank, performance indicators and a whole lot more – all in real time. After the event the replay function gives ample opportunity for analysis of the race.

The GPS units



The tracked boat carries a low weight tracking unit that continuously registers the position and other data on the boat's performance, which is instantly made available to the spectator via the live viewer.

The event manager

The event manager makes it easy for the organizer to enter event and competitor data to quickly and easily set up the LIVE-tracking event.

TracTrac also provides a full service solution for the organizers that do not wish to set up the tracking themselves.