

# Get TracTrac Event

## TracTrac - leaders in live tracking

We have tracked more and larger regattas than anyone else. Our experience, our passion for sailing and our commitment year after year to continuously improving our service gives you the assurance of the most relevant, reliable and advanced tracking system available.

## Excite sailors, fans and sponsors

### TracTrac's advanced tracking viewer:

- Live leader board
- Performance analysis table
- Auto-producer and course orientation
- Live wind
- Adaptation to special race formats (team racing, offshore, match racing, OCR etc)
- Jury and race committee support



## Mobile App

Smartphone & tablet (iOS and Android)



## Social Media, Chat & Audio

Extend the reach and engage your audience via Social Media integration and live chat and audio.



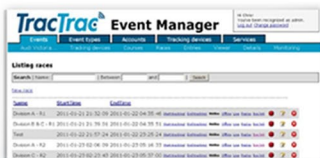
## Statistics and race support

Support fans and race organization alike with live results, race and performance statistics, course information etc.



## Easy-to-use Event Manager

Do it yourself without a hassle - or get full service from TracTrac



## 3D

Add 3D live or in replay to give your regatta extra flavour.



# Packs and prices

## 1 Choose your TracTrac value pack...



### DO IT YOURSELF

Your complete live tracking solution.

€ 975

BRONZE



### SPONSOR VALUE

No headaches. Giving your sponsors value.

€ 1975

SILVER



### PREMIUM EVENT

Full service and media.

€ 3975

GOLD

SIM cards and GPRS transmission:  
2 euros/gps/day

- Start kit with 15 tracking units
- Simple tutorials and video guides for easy do it yourself.
- Get your own event-site and share the excitement of the event on web and smartphones.
- See the decisive moments again and again with unlimited access to replays.
- All the above AND..
- + Boost your sponsor's value by featuring them where the audience is.
- + Engage the audience with Live Chat directly in live tracking viewer.
- + Extend the reach with Social Media feeds.
- + Share your commentary with the world by adding online audio streaming.
- + Document the impact to sponsors with extensive usage statistics.
- All the above AND..
- + Claim the traffic from the fans following the event online - integration of TracTrac in your event website.
- + Get access to our API's for TV, 3D, 3rd party integration etc.
- + Full service support.
- + Non standard tracking unit or configuration.

## 2 More contestants?

Add tracking units at 20 euros/unit

## 3 Consider...

On site presence 500 euros/day

### NEED SOMETHING ELSE?

- Advanced 3D animation
- Media enhancement (TV, website mash-ups, mobile platforms)
- Brand adaptation



CONTACT US FOR A CUSTOMIZED SOLUTION.

TracTrac will bring the extensive experience of having worked with leading technology and media players to make your event one of a kind.

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