



## INCREASE VISIBILITY, RAISE AWARENESS AND DRIVE EFFECTIVENESS OF SAILING RACES

*RegattaScope* – the Art of 3D tracking and analytics of sailing races



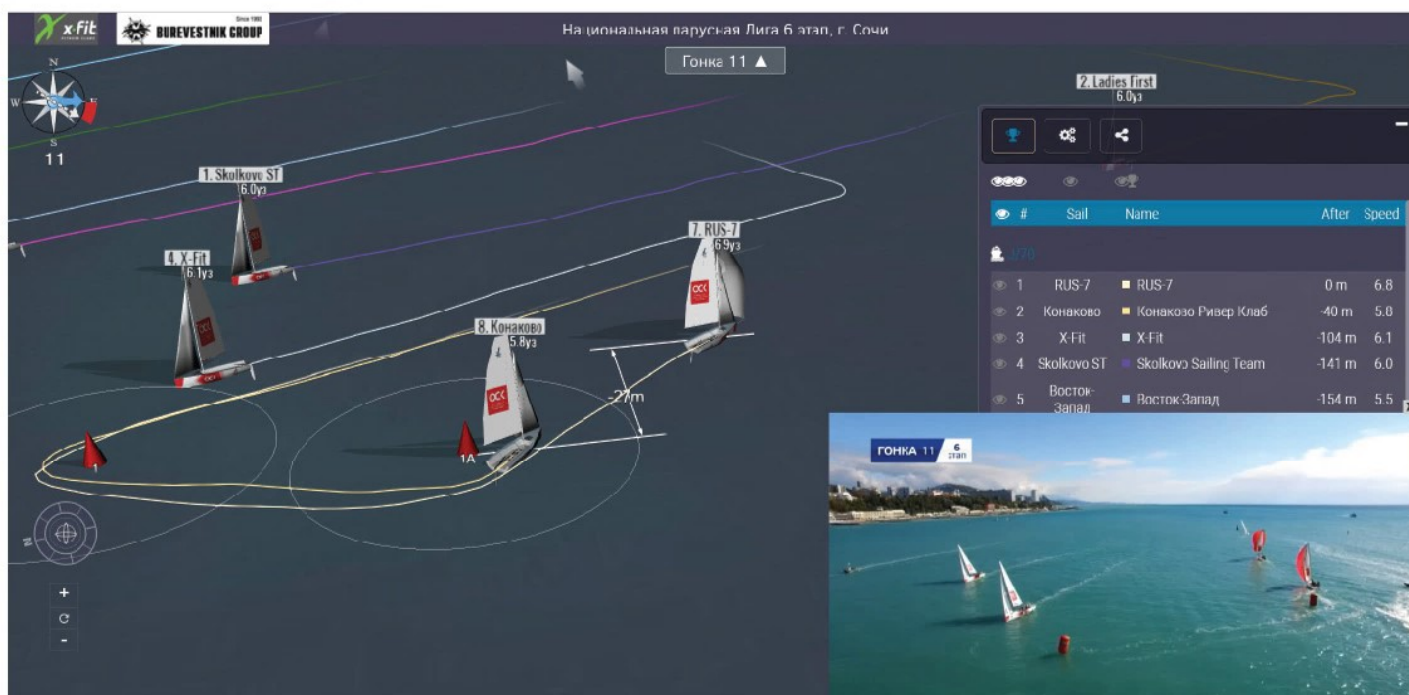
### BE DIGITAL. BE PROFESSIONAL. BE A WINNER.

“Regattascope” can help you to leverage modern digital capabilities to

- **Reach target audience broader** using online and replay capabilities.
- **Create strong commercial value for sponsors** and organizers incorporating digital advertising in sailing race context.
- **Build winning strategy for sailors and trainers** evaluating and analyzing leaders and other race members, driving sailors’ skills assessment.
- **Add live digital interactive show into the event** saving every moment in details.
- **Share impressions via your own website and social media** with combination of digital show and video.
- **Administrated easily using self-service from “cloud”.**

# OPEN POTENTIAL OF DIGITAL TECHNOLOGIES MOVING SAILING RACES TO THE NEW LEVEL OF BRIGHT SHOW AND ENGAGEMENT

- Engage target audience, delivering **real time virtual 3D-reality model** and increase sailing awareness.
- Deliver strong impression for fans with **live GPS-tracking** or replay, nice **realistic yacht models and beautiful sea view**.
- Get **360-degree view** of regatta **anytime and anywhere** with easy access **from personal devices**.
- Select your favorite team to **follow and analyze potential to win**.
- Learn from leaders and drive individual **performance growth with Analytics** to be a champion.
- Improve strategy leveraging **documented live-feedback** in the real time with sensors monitoring **live wind and environment simulation**.
- Share success with your family and friends **publishing** the best 3D regatta tracking moments with comments **in social media**.
- Extend partnership with **advertising placement** and engage reporters with **combined video and live tracking**.

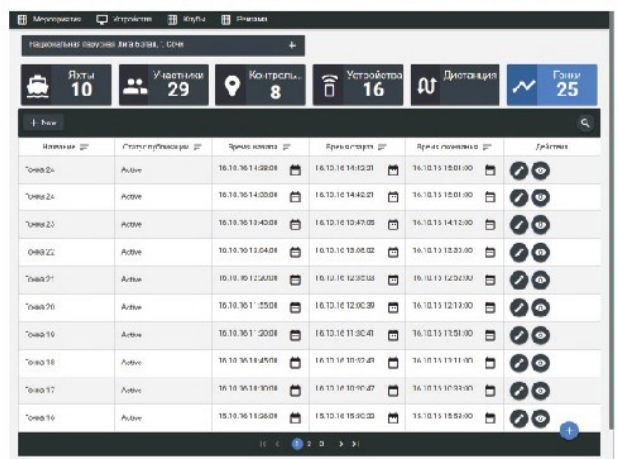


# FUNCTIONAL FEATURES AND VALUES OF “REGATTASCOPE”

“Regattascope” is specialized software with 3D live tracking capabilities developed for sailing races. The system draws a 3D picture based on data received from wind monitoring tracker and GPS-trackers about yachts’ location coordinates.

Data from trackers, statistics and analytics provide convenient opportunities to follow sailing races, for example:

- accelerate/slow down the speed of replay and quickly move on to the interesting race moment;
- have a look at the sailing race from different views;
- monitor delay for the start, lag from the leader in meters or seconds;
- monitor the yachts’ provision in dynamically updated standings;
- select various combinations whom to watch in a race;
- see recommended boarders and distance to the signs with course laying;
- choose a “map background” of the water area;
- get many other interesting capabilities which turn a regatta into even more fascinating event.



Коды	Статус публикации	Дата начала	Дата окончания	Время окончания	Действия
Торед-24	Актив	16.10.16 14:28:04	16.10.16 14:32:23	16.10.16 15:01:00	📄 🔄 🗑️
Торед-24	Актив	16.10.16 14:28:04	16.10.16 14:40:23	16.10.16 15:01:00	📄 🔄 🗑️
Торед-23	Актив	16.10.16 13:40:04	16.10.16 12:47:05	16.10.16 14:12:00	📄 🔄 🗑️
Торед-22	Актив	16.10.16 13:04:04	16.10.16 13:05:02	16.10.16 13:33:00	📄 🔄 🗑️
Торед-21	Актив	16.10.16 12:26:04	16.10.16 12:32:04	16.10.16 12:26:00	📄 🔄 🗑️
Торед-20	Актив	16.10.16 12:00:04	16.10.16 12:00:39	16.10.16 12:13:00	📄 🔄 🗑️
Торед-16	Актив	16.10.16 11:20:04	16.10.16 11:30:41	16.10.16 11:51:00	📄 🔄 🗑️
Торед-18	Актив	16.10.16 10:47:04	16.10.16 10:47:43	16.10.16 11:11:00	📄 🔄 🗑️
Торед-17	Актив	16.10.16 10:19:04	16.10.16 10:19:47	16.10.16 10:30:00	📄 🔄 🗑️
Торед-16	Актив	16.10.16 10:08:04	16.10.16 10:30:33	16.10.16 10:52:00	📄 🔄 🗑️

- **Regatta’s organizing authority** can attract broader target audience and increase profitability of events, create unique digital content.
- **Fans** get innovative capabilities of live and replay tracking to see every single moment of racing and interact.
- **Press** can create dynamic materials, making impressive news for social media, fast and easy with combination and synchronization of video and 3D tracking.
- **Vendors** and sponsors can place logo and advertising messages increasing awareness in a digital environment.
- **Coach** can improve quality of sailors’ trainings analyzing mistakes, considering wind in the water area and full picture of the race competitive landscape.

# WHY CUSTOMERS GO FORWARD WITH REGATTASCOPE

Strong experience in sailing, knowledge and professional skills in combination with modern software and broad set of services - are key factors of «Regattascope» high quality and real value for clients.

## Innovative and professional

- **Close cooperation with the sailors**, coaches, yacht-clubs, fans helps to collect **innovative ideas** and continuously add **new features** into our solution.
- Strong product roadmap with consistent focus to create **impressive unique client experience and be beyond expectations of sailing community.**



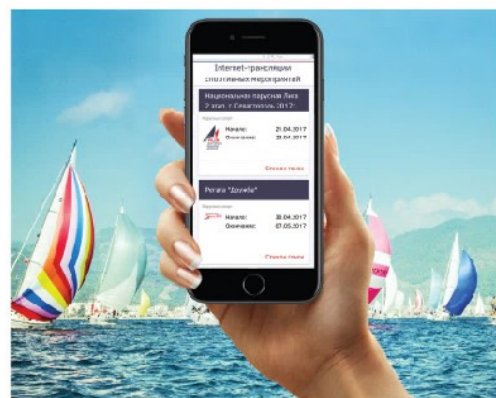
## Client oriented and easy to use

- **Regatta's organizing authority can use self-service** with an intuitive interface to administrate the system easily.
- **End-users get access via internet without plugins**, no additional software required to install.
- **Supporting materials** ready to use.



## Proved in action

- **Broad experience in GPS regatta tracking** from small regional to the world level competitions.
- **To see "Regattascope" in action** during Melges 20 World Championship, Melges 20 Russian Open and more, please, visit:
- <http://regattascope.ru/en/>
- <http://regatta3d.com/>



## Cost effective, indeed

- **all software functionality in one** package - no additional payments for specific modules and standard features.
- **Self-services** options available to save money.

