

12th April 2013

New Service Launched To Help Owners Better Understand and Enjoy Racehorse Ownership

A new service has today been launched to demystify racehorse ownership and help owners be more engaged in all aspects of their horses' training and racing. **Total Performance Data** combines video footage with heart rate data, sectional times, stride length, and other key information about the horse, all available directly to an owner's computer. Each update comes with an introductory video explaining each piece of information in detail.

Founder and Chairman, Eamonn Wilmott commented: "In the 21st-century there is a new breed of racehorse owners who want to know more about their horses in training. Telling people their horse 'went well, recovered nicely' has a lot more impact when backed up with data and some analysis of the progression, and how the work fits into the overall training regime".

The service will debut to the 4000 members of the **Coral Champions Club**. Racing club manager, and head of horse racing at Coral, James Knight explained: "We've had some good success on the track already this year and we wanted to take the ownership experience to another level for members of the club. The new Total Performance Data service will let members see video of the club's horses working combined with full data and analysis of how fast the horse went, how well they recover, along with lots of other information including videos each week explaining what the work means. We are particularly excited to see the data on **Never a Quarrel** who is un-raced and will likely make her racecourse debut later in April".

The service will use a custom-built heart rate monitor and GPS technology developed by Gmax Technology, who is based in Cambridge, UK. Trainer Jeremy Gask, who has been trialing the technology for some time, commented: "With my background as a former sportsman and trainer in Australia, I am a strong advocate of using data and technology to help train with more precision, and so I am particularly excited about the capabilities of Gmax. Not only have they come up with the most accurate and practical ECG quality heart rate monitor that I have ever come across but there is much more to come. This heart rate monitor is unique in being designed specifically for thoroughbred racehorses rather than adapting a device made for humans.

One of the Directors of Total Performance Data, Will Duff Gordon, the youngest member of the ROA Council commented: "I first heard about the new technology at a dinner organised by the ROA & GBR last summer to discuss ways of making UK ownership more attractive and enjoyable. I am keen to throw my weight behind any innovation in horse racing that can help retain existing owners, as well as attract the kinds of people who either try racehorse ownership and leave, or never try it citing a lack of transparency or sense of involvement. I strongly believe that smart technology can act as a great bridge between talented horsemen and their data hungry owner clients."

TPD

TOTAL • PERFORMANCE • DATA

Gmax
Equine Performance System

For more information:

Will Bradley
Gmax Technology Ltd.
info@gmaxequine.com
www.gmaxequine.com
+44 1223 26 44 28

Eamonn Wilmott
Total Performance Data
wilmott@totalperformancedata.com
+44 7966 464877

Nicola McGeady
Coral
Nicola.McGeady@galacoral.com
+44 7917 683784