

Racing International expands into Singapore

Automated and real-time broadcast of horse racing data

Johannesburg, May 2006 – Following the success of Racing International broadcasts around the world, a uniquely customised package is now available to horse racing fans in Singapore.

“We need to aggregate a large amount of data and clearly present this information to our new viewers in Singapore during the course of a race. Our viewers need to see updates in real-time – AutoScribe is able to do this in sub-second time,” says Brain Rogers, Director of International Marketing and Operations at Phumelela-Gold Enterprises.

“Creating attractive slides with AutoScribe is easily achieved. Our table object allows users to design advanced slide layouts with different header, footer and row properties such as position, font and colour. AutoScribe automatically determines the paging and spacing requirements in order to present the data. Individual cells update in real-time as data is received. Additionally, complex business rules are interpreted and visually communicated to viewers. These features give viewers and punters an edge in their pursuits,” says Sonja Breet, SoftArc Technologies Director.

About Racing UK

Racing UK is wholly owned by 30 of the UK's top racecourses and is a ground-breaking venture by a sports rights holder to own and market its media rights. Leading racetracks involved in the venture include Aintree, Ayr, Cheltenham, Chester, Epsom, Goodwood, Haydock Park, Kempton Park, Newbury, Newmarket, Sandown Park and York. The channel, which was launched in May 2004 following the collapse of At the Races, has proved a great success, attracting over 40,000 subscribers.

About Racing International

Racing International is the international arm of Racing UK, reaching a growing list of licensed bookmakers in the Caribbean, Sri Lanka, Germany and licensed tote operators in USA, UK, Russia, Armenia, France, Kenya, Ghana and Italy, as well as other broadcasters.

About Phumela-Gold Enterprises

Phumelela Gold is an integrated South African racing and betting organisation. It owns and sets fixtures for all twelve South African racecourses, operates a network of over 400 South African betting shops, owns and controls the South African Tote, delivers a direct to home and betting shop TV service and has been particularly active in growing the international simulcast market. It holds exclusive worldwide rights outside the UK and Ireland to televise Racing UK races.

About SoftArc Technologies

SoftArc Technologies is an independent software vendor and solution provider to the broadcasting and media industries creating solutions for • TV • mobile • internet • radio • digital signage. SoftArc develops automated and cross-media solutions that enable broadcasters to deliver compelling content to their audience. Products include video graphics software, display and presentation software and streaming solutions.

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