



Press Release – January 13, 2006

## **IRITRACK® FEATURES**

A summary of the various assets of the IriTrack® real-time satellite tracking system for the race organizers, the teams and their entourage.

### **INCREASED SAFETY AND RESPONSE**

The IriTrack® Satellite Tracking System IS the State-Of-The-Art in electronic vehicular tracking. This is the very same system currently in use and mandated by all of the Rally Organizers involved with FIA and FIM European, African and Middle Eastern Cross Country Rally events. It is now required equipment for all competitors and support vehicles including those involved in the world famous Dakar Rally, the world's foremost cross country rally event.

IriTrack® puts in the hands of the organizers a complete system that allows them to exercise unprecedented safety and control aspects that have never been available until now. IriTrack® allows the Organizers to become more quickly and fully aware of many of the dangerous situations that can and do occur during an off-road racing event.

If equipped on Emergency Response Vehicles as well as Aerial and ground support units, combined with the IriViewer software's ability to calculate distance and bearing between any 2 IriTrack® equipped vehicles, the system allows for before now, unheard of response times.

Not only will it allow the Race Organizers to follow the progress of their competitors in near real-time, but in addition, incorporated within each IriTrack® device are several automatic and manually operated safety and alert features that can inform the organizers of potentially dangerous conditions.

### **INCLINOMETER**

This integral part of the IriTrack® device can instantly inform the race organizer in the event of a roll-over accident involving an IriTrack® equipped vehicle. This feature is automatic, needing no input from the competitor.

### **G-FORCE (impact) METER**

This portion of the IriTrack® device will instantly inform race headquarters if an IriTrack® equipped vehicle has suffered a 10g or higher impact. In addition, if the vehicle does not move for a period of 5 minutes after such an impact, a secondary alert is sent, letting race headquarters know that the impact may have disabled the vehicle or occupants. This feature is also automatic.

### **ALARM BUTTON**

This manually operated button on the IriTrack® device, when used properly, will instantly inform race headquarters that a life-threatening situation has occurred and automatically place a direct, 2-way voice call thru an Iridium Satellite phone to race headquarters, allowing the competitor and race organizer to converse thru an incorporated microphone and speaker.

### **PHONE BUTTON**

This manually operated button allows the competitor to place a 2-way Iridium Satellite phone call to the race organizer in order to inform them that their vehicle has become disabled and cannot continue, and/or, needs assistance.



## **AUX. BUTTON**

This button can be programmed for different actions. Its normal function is to inform race headquarters of a possible non life-threatening situation, NOT involving the vehicle that is sending the alert. For instance, if an IriTrack® equipped vehicle becomes aware of a disabled vehicle or other hazard, the competitor can activate this button and send a non life-threatening alert to race headquarters, informing them of the latitude and longitude of the vehicle or hazard in question.

## **TWO-WAY CONNECTION**

At any time, the IriTrack® system allows the organizer to place a direct 2-way voice phone call to an IriTrack® equipped vehicle, in order to determine status in the event of one of the above mentioned alert situations.

## **A PROMOTIONAL TOOL**

IriTrack® also incorporates the ability to tie the system to a public access website, enabling anyone in the world with a computer and Internet access to view IriTrack® equipped vehicles during the event as it happens, in near real-time.

It allows a viewer to input the race numbers of up to 4 IriTrack® equipped competitors and watch them as they race. It enables the viewer to see where the competitors of interest are on the racecourse, as well as their lat/lon position and last recorded speed.

The system automatically refreshes every 2 minutes, allowing unprecedented viewing possibilities. Directions for the use of these sites will appear on the Home Pages of the Best In The Desert and International Racing Consultants websites, prior to race day.

A print-out reflecting each competitor's progress, date/time/lat & lon/speed, recorded every 5 seconds during the event, can also be made available.

## **THE BASIC IRITRACK® UNIT**

The vehicle mounted IriTrack® system consists of the following components

### **IriTrack® mounting kit**

- An Iridium phone antenna and connecting cable
- A GPS antenna and connecting cable
- A main power cable
- A mounting bracket

The IriTrack® mounting kit is available for a one time purchase cost of \$375.00, or a per event rental cost of \$100.00

### **IriTrack® controller unit**

The IriTrack® controller unit is a rent only unit, available at a per event cost of \$275.00

## **OPTIONAL IRITRACK® FEATURES**

When combined together, additional features with additional cost that are available to IriTrack® users form one of the most powerful tools available to the race team, their sponsors and families.

A manually operated Iridium phone handset, allowing competitors to place phone calls to anywhere in the world from their vehicle.

The ability to pre-program set points defined by latitude and longitude, where-by when the IriTrack® equipped vehicle passes these set points, an automatic SMS text message is sent to any SMS text enabled cell or satellite

**IRC** Contact Steve Myers or Phil Membury

**Phone:** 714-544-0668 **Email:** [steve@racetheworld.net](mailto:steve@racetheworld.net) & [phil@racetheworld.net](mailto:phil@racetheworld.net)



phone in the world. Up to 5 of these points can be set per competitor equipped with an IriTrack® unit. This allows the competitors' crew, sponsor or family to be informed when the vehicle passes these pre-programmed points if web access is unavailable.

E-mail messages can also be programmed to be sent as a competitor passes these pre-programmed set points.

An individual live race following button can also be set-up on a race team and/or sponsor website, enabling viewing the race in near-real time directly from that website, per the above mentioned parameters.

### **CONCLUSION**

IriTrack® IS the future of off road racing on our side of the world. When all of the IriTrack®s many features are exploited to their fullest potential, it brings unheard of power in the fields of SAFETY, ORGANIZATION, RACE TEAM TOOLS, FAMILY and PUBLIC PARTICIPATION and AWARENESS, as well as the MEDIA EXPOSURE our sport so well deserves.

*\* TDCom is the maker of the IriTrack® product and the owner of the IriTrack® brand*