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## **EMS Global Tracking and Participant Sports Partner to Cover Tour de France 2010**

*EMS Global Tracking allows racing fans to track progress of the race anytime, anywhere*

**TEWKESBURY UK – July 2, 2010** Participant Sports, the official provider of the Tour de France iPhone application, and EMS Global Tracking, a division of EMS Technologies today announced that fans will be able to follow the progress of this year's 97<sup>th</sup> Tour de France online with near real-time tracking updates and animated replay videos.

The two companies have partnered to cover the race and will use EMS Global Tracking's SAT-202 terminals, which provide global two-way messaging using Inmarsat's IsatM2M, a two-way burst messaging service. The animated video functionality will allow fans to follow the race using virtually real-time map rendering, which will show the course and track the riders' movements on it.

The EMS Global Tracking satellite system's terminal and network performance capabilities were first tested in the 96<sup>th</sup> Tour de France in 2009, which allowed sporting fans to view charting progress and live video footage of the peloton and key groups at each stage. Powered by EMS Global Tracking, fans were able to receive race-critical information in areas where connectivity is typically limited or unattainable, particularly during stages that took place through mountainous terrain.

"Last year, we were able to bring near real-time updates of the Tour de France to a worldwide online audience of more than one million, said Kevin Simmons of Participant Sports. "With the launch of the new iPhone application, I am eager to see how many fans will tune in to follow this year's event."

"Cycling fans around the world will be able to enjoy continuous updates on the race using our tracking technology," said John McQueen, senior director, Global Sales, EMS Global Tracking. "Not only do fans have the ability to track current progress of the race at any time, but with this new iPhone app, they are now able to have access to this data regardless of where they are. Information provided by our SAT-202 terminal will enable updates to be posted to the official Tour de France iPhone application and the Versus "tour tracker" website, developed by Participant Sports."

Four IsatM2M devices will be placed on race organizer's vehicles and will follow the both the leading cyclists and the break-away groups as they separate from the main pack, which typically splits the field into separate racing groups. This approach will allow race officials and fans to track the distances between the groups stage-by-stage.

The 97th Tour de France will start tomorrow on July 3 in Rotterdam, The Netherlands, with a 'prologue' time trial, and will finish 3,642 km. (2,258 miles) later in Paris on July 25. Tracking of the cyclists will be

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available to allow fans to follow progress along the route and watch any breakaways for 18 of the 20 stages (Time Trial Stages are not included).

**About EMS Global Tracking**

EMS Global Tracking, a division of EMS Technologies, Inc., is a leader in global telematics and force tracking solutions, and a pioneer in Search and Rescue technology. These solutions are used around the world to locate, track and communicate with cargo, personnel and fleet assets. The company's global tracking and messaging systems give military and civil organizations the ability to locate and enhance the security of these assets even in the world's most remote and hostile places. For further information, visit [www.emsglobaltracking.com](http://www.emsglobaltracking.com) or [www.ems-t.com](http://www.ems-t.com).

**About Participant Sports**

**Participant Sports** was founded in 2008 to fuse sports marketing, sponsorship sales, and technology into an integrated service offering for major global sporting properties. Its focus is on sports where the spectator is also the passionate participant, including in cycling, running, triathlons, skiing and more.

Participant Sports provides a full services program that has resulted in enormous success for its clients in developing their property for sponsors, engaging and closing multi-year sponsorship. It then uses online and mobile technology to engage the participants of the sports and activate the sponsorship relationship. To learn more about Participant Sports, please visit [www.participantsports.com](http://www.participantsports.com).

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