



TRAKUS MAKES STRONG BUSINESS SENSE

The Trakus Advantage

We have always known that Trakus improves the consumer experience over every platform—be it onsite on the Jumbo Tron, at simulcast locations on t.v., or at home.

The introduction and proliferation of the iPad and the continual shift to betting on phones and tablets puts the Trakus advantage in even sharper relief.

As the screen gets smaller, and the picture becomes less discernable, Trakus becomes more valuable. The accelerating growth in handle of Trakus-equipped signals since the introduction of the iPad bucks an industry trend

Time Period	Annual Per-Card Handle Growth	
	Trakus-Equipped	Non-Trakus
2010 to 2011	3.45%	-3.15%
2011 to 2012	4.08%	-7.49%
2012 to 2013	4.57%	-5.73%

**Trakus-Equipped includes all North American Thoroughbred tracks with Trakus
**Non-Trakus includes all U.S. tracks not equipped with Trakus

For the first time, in 2014, customers betting the majority of the money on horse racing in America are able to follow their horse, because they'll be watching Trakus-enabled signals.

But Don't Take Our Word for It



"The New York Racing Association installed Trakus at Belmont Park and Aqueduct in 2013 and is currently completing the installation at Saratoga for our 2014 summer meet. Our live race signal features Trakus graphics, along with sectional times and margins displayed on the NYRA.com website. We are very pleased with the technology and would recommend it to other racecourses looking for ways to enhance player satisfaction.

--David T. O'Rourke, NYRA VP of Corporate Development Feb, 2014



"The Woodbine Entertainment Group (WEG) was the first horse racing company to install and utilize the Trakus system for generating and displaying positional race data. Trakus services were successfully launched at Woodbine Racetrack in 2006 and at Mohawk Racetrack the following year. Since then our staff have worked with Trakus to develop the best means to deliver this unique data to our seasoned bettors and new customers. It has become an invaluable tool that WEG has incorporated into its media content via television broadcasts, dynamic web content and printed program information."

--Nick Eaves, President and CEO, Woodbine Entertainment Group. Dec, 2012



"Santa Anita Park installed the Trakus system prior to its recently completed Autumn Meet. We were very pleased with the performance of the system in every respect. The Trakus employees sent here were extremely knowledgeable and totally professional from beginning to end. The Breeders' Cup World Championships were held at Santa Anita Park this year. The Trakus system contributed to the success of that event, which speaks volumes in and of itself."

--George Haines, President and General Manager, Santa Anita Park, Dec. 2012



Since Trakus launched in 2007, only Trakus-assisted simulcast signals have won the Simulcast Award at the International Simulcast Conference.

