

# Novel horse tag races into China

**T**urfTrax, world-leader in racehorse tracking, monitoring and data, has agreed a deal with Sagentia's design and manufacture operation in Hong Kong, SGAI, to upgrade and manufacture the high-tech RF tag which updates the position – and, by calculation, the speed and other data – of a horse during a race in real-time.

Sagentia technologists came up with a new approach to advanced tracking and positioning of a moving object a few years ago. By licensing the technology, Sagentia and TurfTrax created a real-time system for measuring the speed and position of horses during a race – a world first.

Due to the complexity and demanding nature of the product, SGAI performed an

in-depth feasibility study to mitigate any risk. Dr Tim Moore, CEO of SGAI, comments: 'The challenge of creating a high-value, high-tech and complex product that needs to be tough, light and extremely accurate meant a thorough feasibility study was imperative. Hong Kong and China are associated, wrongly, with high-volume, low-value design and manufacture. This product helps to prove that Hong Kong can deliver skill, expertise and quality high-value products'.

SGAI built a full working prototype which went through a rigorous three-month intensive testing programme of soak testing, vibration testing, drop-testing and environmental testing. Following a satisfactory outcome, TurfTrax awarded the contract to SGAI to upgrade and manufacture the tags from its



base in Fotan, Hong Kong. Adam Mills, Founder and Executive Chairman of TurfTrax, comments: 'The team was rigorous in approach, and during development also spotted an opportunity to improve the design, which means we not only get a higher quality product but one that is significantly cheaper than our existing equipment'.

TurfTrax's product has enabled

a whole host of opportunities for trainers, punters, media and the racing and betting industries, and the company is continuing to develop a portfolio of products using this core system. The technology provides real-time data to enhance terrestrial and satellite on-screen products and has been used in association with Channel 4 since 2004 and the BBC since 2005.

## BT launches Inclusive Design Toolkit developed by Sagentia in conjunction with iDesign

**A** new online Inclusive Design Toolkit has been launched, developed to support designers and those involved in product development, as well as providing a general guide to inclusive design for businesses.

The website was commissioned by BT and developed by Sagentia, a lead member of the CITD (Centre for Inclusive Technology and Design), in

conjunction with iDesign. It took three years to complete and provides a comprehensive guide to the principles and commercial benefits of inclusive design.

Steve Andrews, BT's inclusive design champion, said: 'Disabled people want to take advantage of new communication technologies just like anyone else and with 10 million disabled

people in the UK at present, a figure which will increase as the population ages, this is an audience which must not be forgotten. We increasingly see the benefits of designs that are 'customer friendly' and easy to use. This is why we have invested in helping develop this toolkit'.

**www.inclusivedesign  
toolkit.com  
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