



TRACKMASTER

An **EQUIBASE** Company



TrackMaster, an Equibase Company,
is your complete source for
Harness Racing information for all
levels of handicapping sophistication!



TrackMaster

RACETRACK DATA PACKAGES

StatsMaster - Free

Interactive online tool for assessing handicapping statistics, “angles” and more

Off To The Races - Free

Simplified handicapping report targeted for the novice and perfect for groups

Complimentary PPs - Free

Offer FREE TrackMaster Past Performances programs for your best customers

Automated Morning Line Odds - Free

Generated by TrackMaster, this is a free service that is being offered by the USTA E-track system

Enhanced Video Graphics - Nominal Fee

TrackMaster has developed an “Enhanced Video Graphics” file for use as content for on-track & simulcast video graphics



TrackMaster

FREE DATA PACKAGES

TrackMaster has FREE services that are directly available to racetracks

StatsMaster

StatsMaster is a unique interactive tool available only from TrackMaster. StatsMaster provides advanced handicapping statistics and “angles” for the novice to the advanced handicapper and it is FREE!

FEATURES:

Customized Statistics Specific to your Track

Users Search By:

Drivers
Horses
Trainers

Customize Each Category By:

Race Date
Gait
Age
Sex

Views Pre-determined “Angles”

Off-tracks
Claims

Favorites
Layoffs
Long shots

View Trainers Barn

See All Horses in That Trainers Barn

StatsMaster Sorts Easily by Column Headings

Set-up & Customization Takes Only Minutes

Track Requirements:

All a track needs to do is set up well-placed links or menu items on its web site to access a customized version of StatsMaster. TrackMaster can assist with suggestions on where such links make the most sense.

View a StatsMaster web page at trackmaster.com/racetrack.



Off To The Races

Off To The Races reports provide easy to use handicapping information and statistics for the novice handicapper or large group.

These reports provide wagering selections for each race. Increasing players chances at “**CASHING**” in that winning ticket, creating a more enjoyable day at the races. Hopefully, generating happy players determined to come back for more fun.

These reports can be linked and downloaded directly by users from a track’s website or printed for on-track distribution - a perfect give-away for group sales!

View Off to the Races sample at trackmaster.com/racetrack.

Complimentary Electronic PPs

TrackMaster offers tracks the opportunity to provide a limited number of customers complimentary TrackMaster electronic PPs.

Tracks control the list of customers through a simple interface provided by TrackMaster.

Service Includes:

- Easy set-up & Installation
- Account Set-up Instructions
- Instant Online Access to TrackMaster PPs
- Add or Remove Customer Accounts

Automated Morning Line Odds

Generated by TrackMaster, this is a free service that is being offered by the USTA E-track system.

Contact the USTA or TrackMaster for more details.

Track Requirements

StatsMaster, Off To The Races, and Complimentary PPs are entirely free services provided by TrackMaster.

Tracks wishing to utilize these offerings are required to sign a simple letter agreement which outlines the TrackMaster services provided and the requirement for the track to air TrackMaster-supplied 30-second TV commercials twice daily during live racing (after the first live race and before the last live race).

TrackMaster TV spots can be found here: trackmaster.com/racetrack.



TrackMaster

RACETRACK DATA

Enhanced Video Graphics



TrackMaster's "Enhanced Video Graphics" data files are designed to enhance players' visual experiences and additional informative content in addition to the

current on-track and simulcast video graphics currently provided to racetracks. With enhanced video graphics a track can provide interesting "nuggets" of statistical information in addition to the current standard display before and after the race.

Tracks and their graphic's supplier already create basic graphic elements to use for display. The new enhanced statistical data provided by TrackMaster is in a format that is consistent with what most graphic compa-



nies already use. The graphics company or track "pulls" the data to retrieve the data from TrackMaster. Licenses for the use of the data are available for a nominal annual fee of \$1500.

View a video depicting several tracks usage of the Enhanced Video Graphics and further documentation about the offering at trackmaster.com/racetrack.







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