

# Tracking technology gives media new angles for the Argus Cycle Tour

With over 35 000 cyclists and large crowds of supporters along the length of the Cape Argus Pick n Pay Cycle Tour route, highly efficient and well-co-ordinated emergency medical services are imperative. For the third consecutive year, Tracker Business, the tracking and monitoring solutions company, will be supporting the race by assisting with emergency and event management logistics behind the scenes.



Using telematics technology and location-based services, Tracker Business assists with the speedy dispatch of emergency services directly to specific locations. This includes providing on-the-spot information to determine the nearest ambulance, nearest hospital, nearest technical support, nearest sweep vehicle and shortest route to incident, taking into account the traffic on the day.

Bronwynn Tippet, chief marketing officer of Tracker said: "We've embarked on a dynamic drive across a number of national platforms to make cycling safer. The Cape Argus Pick n Pay Cycle Tour is well loved by many and we've really taken on the responsibility of keeping all cyclists in this race safe." The support includes assisting the organisers to manage the all-important water points based on volume of riders and traffic to reach and replenish these stations.

## Tracking the stars

Tracker Business also tracks the top cyclists and participating celebrities, providing SuperSport with map interfaces for better broadcasting. Last year, British business magnate Sir Richard Branson, Premier of the Western Cape Helen Zille, and TV and radio presenter Liezel van der Westhuizen were among those tracked.

Live map feeds to the media centre assist the media in knowing where to place their cameramen and photographers, depending on the location and timing of specific riders and incidents - ultimately giving producers and presenters an intelligent angle.

Scott Seaward, executive producer of SuperSport said: "Tracker Business's service added another dimension to the on-screen information and tracking of cyclists on the route. We had a selected number of celebrity cyclists who were carrying the Tracker Business units and we were able to display, on screen, their exact whereabouts whilst concentrating on the pro

cyclists race in the morning."

The emergency services in the Western Cape do have a tracking system, but complexities arise due to the numerous service providers. Tracker Business solves this problem as its system can be used across all vehicles, allowing the control room to know the exact whereabouts of the closest vehicle to the incident.

With rider safety at the heart of Tracker Business's involvement, each race is followed by shared learnings during which Tracker Business and Emergency Medical Services define best practice and improved efficiencies for the next race. Dr Wayne Smith, head of emergency medical services Western Cape said: "We work closely with Tracker's technical team and they've provided an invaluable resource over the last couple of years. They've served us incredibly well during what can, at times, be extremely challenging circumstances."

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