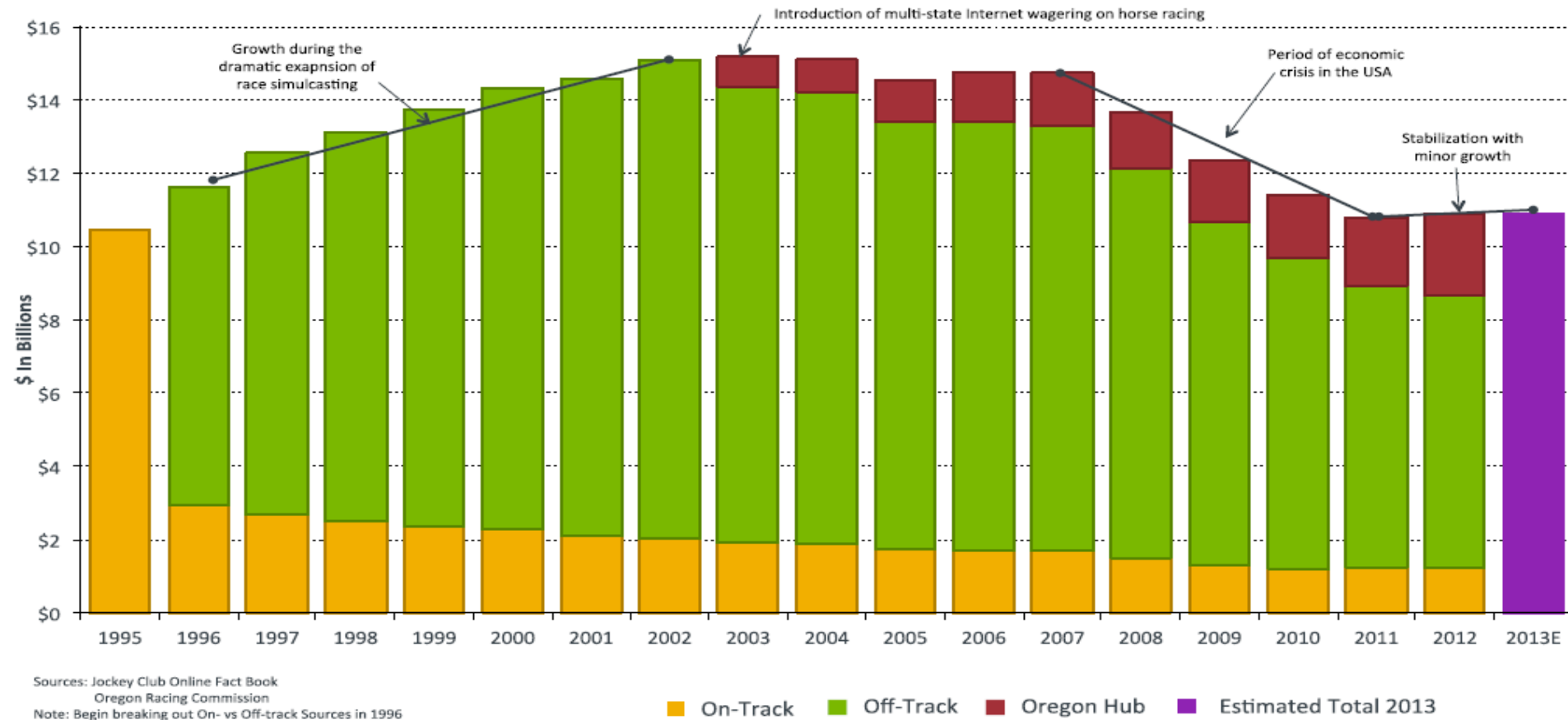


EQUI SIGHT

Ride the Race®



THOROUGHBRED RACING HANDLE TRENDS



WE HAVE A REAL
SOLUTION FOR
CHANGE

The Way We Watch TV is Changing. Fragmentation is the New Normal.

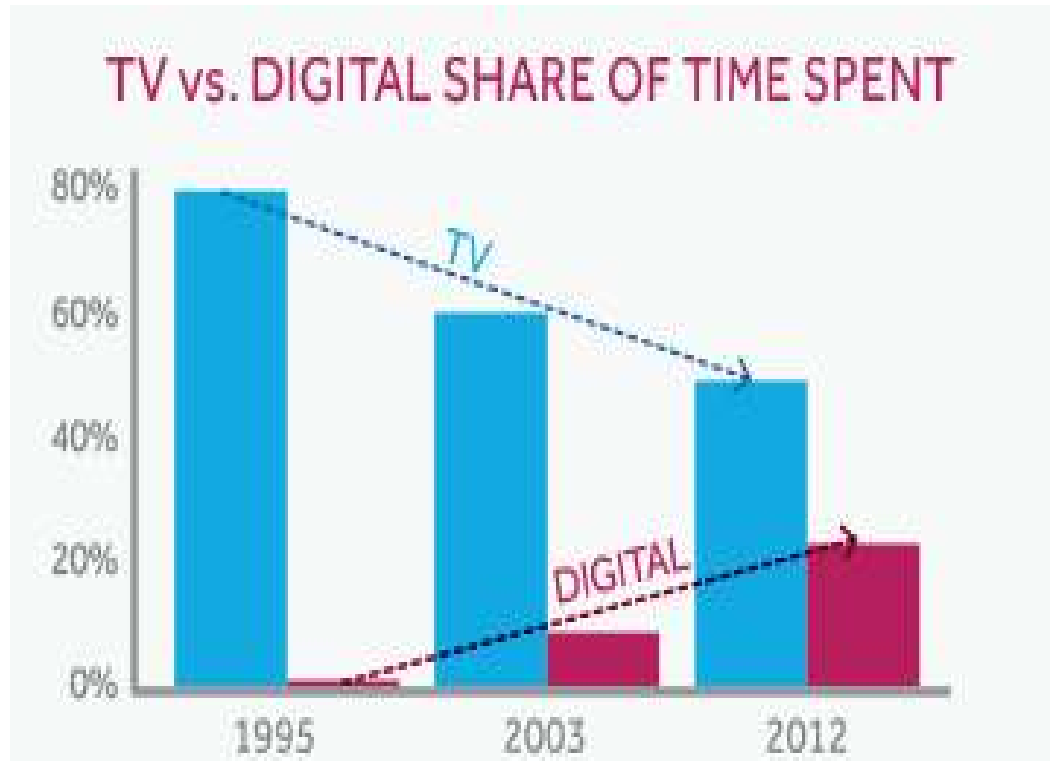
TRADITIONAL TELEVISION?

PRO'S

- PICTURE QUALITY
- TECHNICALLY SIMPLE

CON'S

- LITTLE DIRECT INTERACTIVITY
- LIMITED FUNCTIONALITY
- LIMITED ENGAGEMENT
- LESS YOUNG PEOPLE WATCHING TV
- FRAGMENTATION --- CONTENT, SCREEN, TECHNOLOGY AND DATA



Dramatic Shift in Consumer Viewing Behavior; Decline of Watching from Actual TV Set, While at the Same Time Digital Video Viewership is Expanding.

BRING HORSE RACING OUT OF THE BINOCULAR ERA INTO THE 21ST CENTURY



55%

of sports fans
are male



42%

of fans consume
sports content via a
mobile device



7.7

hours per week
are spent by fans
consuming sports
content



68%

of fans consume
sports online



38%

of fans that access
sports content via a
computer do so at
least once a day



45%

of fans use a second
screen device while
watching sports on TV



34%

of fans have paid to
watch sports on TV in
the last 12 months

EQUISIGHT
Ride the Race

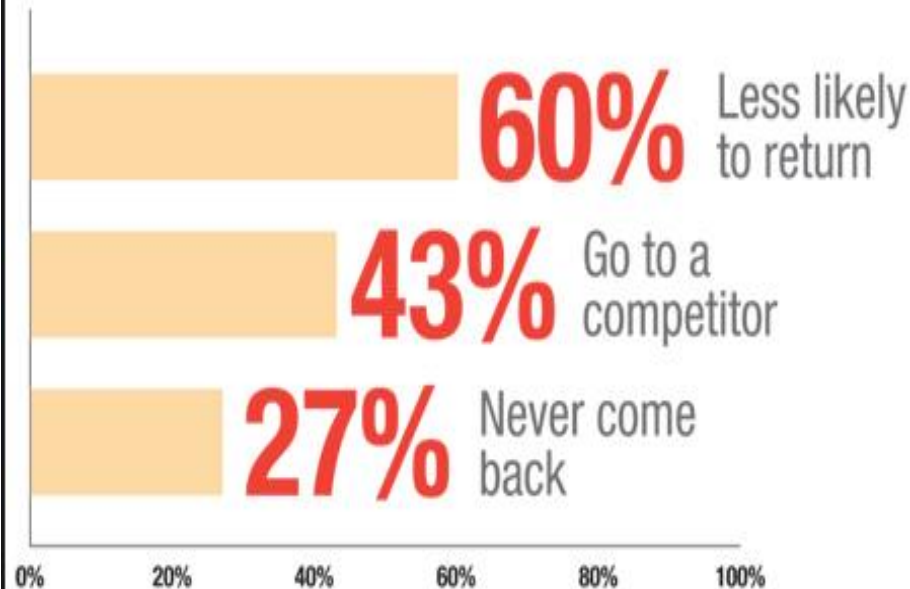
HOW DO WE GROW OUR SPORT?

SIGNIFICANT CHANGE IN THE BROADCASTING LANDSCAPE

EXPAND EXISTING USERS TO ACCESS MORE CONTENT VIA A WIDER RANGE OF PLATFORMS



Results of Poor Online Viewing Experiences



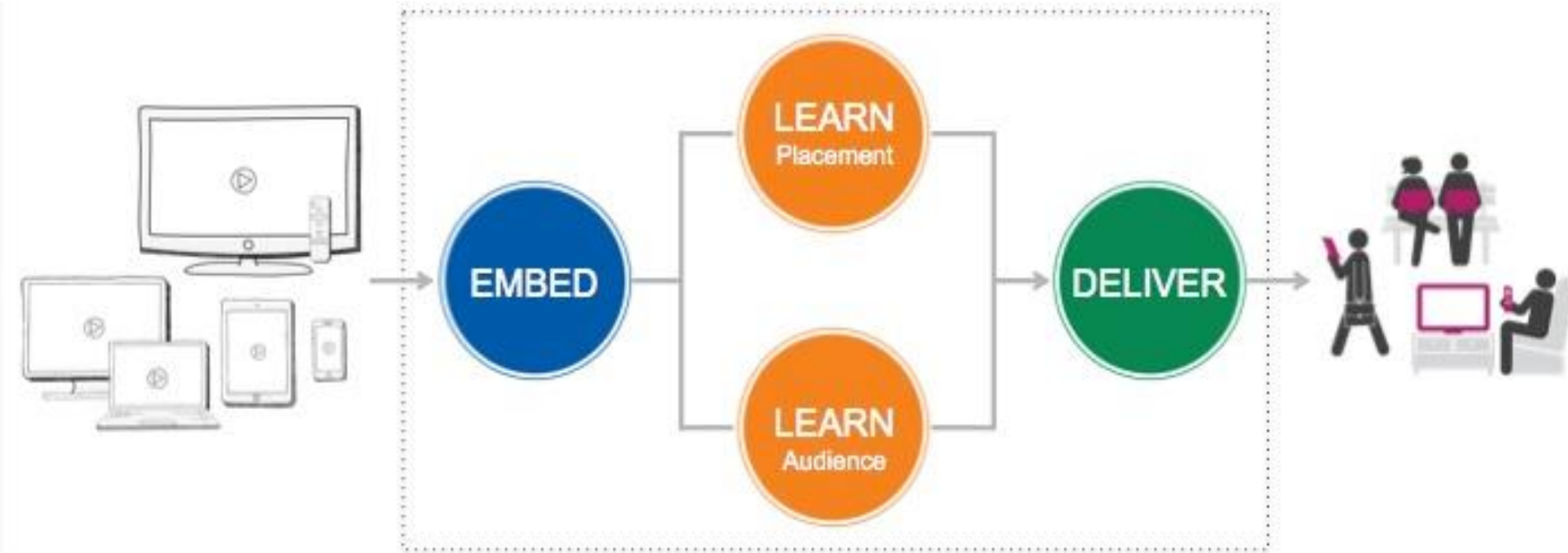
Source: *The Importance of Delivering a Great Online Video Experience*
Akamai and Jupiter Research

Figure 1: Consumers are highly sensitive to online video quality impairments.

ANSWER.... BY BRING THE RACES TO YOU AND ENGAGING FANS WITH EQUISIGHT'S MULTI-MEDIA VIRTUAL PRESENCE SOLUTION

INTERNET BROADCASTING

THE MOST INTERACTIVE AND EFFECTIVE WAY TO WATCH A BROADCAST



- POSSIBLE TO CREATE AN *“ARM CHAIR PRODUCER’S EXPERIENCE”*
- SOCIAL MEDIA INTERACTION & IMPROVED INVOLVEMENT
- PROVED SUCCESS IN MLB, NASCAR, FORMULA 1 RACING, OLYMPICS, WORLD CUP, AMERICA’S CUP SAILING & CITY SURVEILLANCE

WHO ARE OUR CUSTOMERS?

- FAN WHO WANTS TO HAVE A WAGER
- PEOPLE WHO ALREADY PLACED A WAGER
- GENERAL RACING FANS
- PEOPLE INVOLVED IN OUR INDUSTRY, OWNERS, TRAINERS, JOCKEYS, STEWARDS/STATE, RACE TRACK MANAGEMENT
- BLOODSTOCK & BREEDING INDUSTRY & TRAINING FACILITIES
- MEDIA/BROADCASTING
- POTENTIAL NEW FANS, GAMBLERS



WHAT DO PEOPLE WANT FROM HORSE RACING BROADCASTS?

- WATCH LIVE HD VIDEO. ANYTIME. ANY DEVICE.
 - PRE-RACE FOOTAGE
 - LIVE-RACE FOOTAGE
 - POST-RACE FOOTAGE
- END-USER CONTROLLED CONTENT
- HORSE OWNERS 24 HR ACCESS TO WATCH THEIR HORSE(S)
- TRAINERS 24 HR ACCESS FOR MONITORING
- ACCESS TO DATA & INFORMATION
- RACE REPLAYS/ VIDEO ON DEMAND
- CONFIDENCE TO WAGER



HOW DO WE GET THE MOST OUT OF OUR CONTENT?

VIRTUAL PRESENCE SOLUTION

IP Security Cameras



Outdoor IP Cameras



PTZ IP Cameras



(Patent Pending)



Infrared IP Cameras



Fisheye 360 IP Cameras

Utilize Immersive Video Technology to Bring the Traditional Two-Dimensional Binocular Video Experience Into the Present Day.

Combination of Software, Hardware, Internet & Mobile Apps.

- Fixed Camera(s) Security & Broadcast Hybrid System
- IT Infrastructure & Wireless Transmission Network
- Forward Facing Software & Mobile Apps GUI Interface
- Embedded Helmet Cam & Sulky Cam Technology

VALUE ADD

85% Wagered Off-Track with Same Simulcast Feed. No Product Differentiation

Current Lackluster Video Experience for All Participants

End-to-End Live Streaming Media Solutions for Horsemen, Fans & Race Track
Transparency, Integrity, Security, Content

Changing Simulcast Economics

Increased Retention:

Increase Bettors Confidence

Enhanced Engagement

Increase Handle

Improved Owner/Trainer Relationships

New Younger Audiences

Video Handicapping Data



Economic Balance

85% of wagers are off track

Restore the Economic Balance by produce unique engaging content that can command on-track takeout

Compete directly with ADW and simulcast

Align Horsemen and the Track to produce interactive content that exceeds the entertainment value of current simulcast feeds.



WHAT'S NEXT?

Branded Content Solutions

Connect with fans with compelling sports content alongside your brand's message



TURN-KEY BIG DATA VIDEO SURVEILLANCE & BROADCAST SYSTEM DESIGNED FOR HORSE RACING. [REQUEST A NO OBLIGATION QUOTE.](#)

EQUI SIGHT

Ride the Race®



Wagering

Racetracks

Other Races



Colonial Downs



Los Alamitos

Communications Panel

(No Messages)

EquiSight Four Camera *Ride the Race* © Demo

<http://www.equisight.com/demo/>

Access Pin: 2585



Equisight Commercial

<http://youtu.be/cBY3nKi71mw>



MLB Advanced Media Hits a Home Run with EMC Big Data Technology

MLB Big Data YouTube

<http://youtu.be/VQD6fdimfSI>

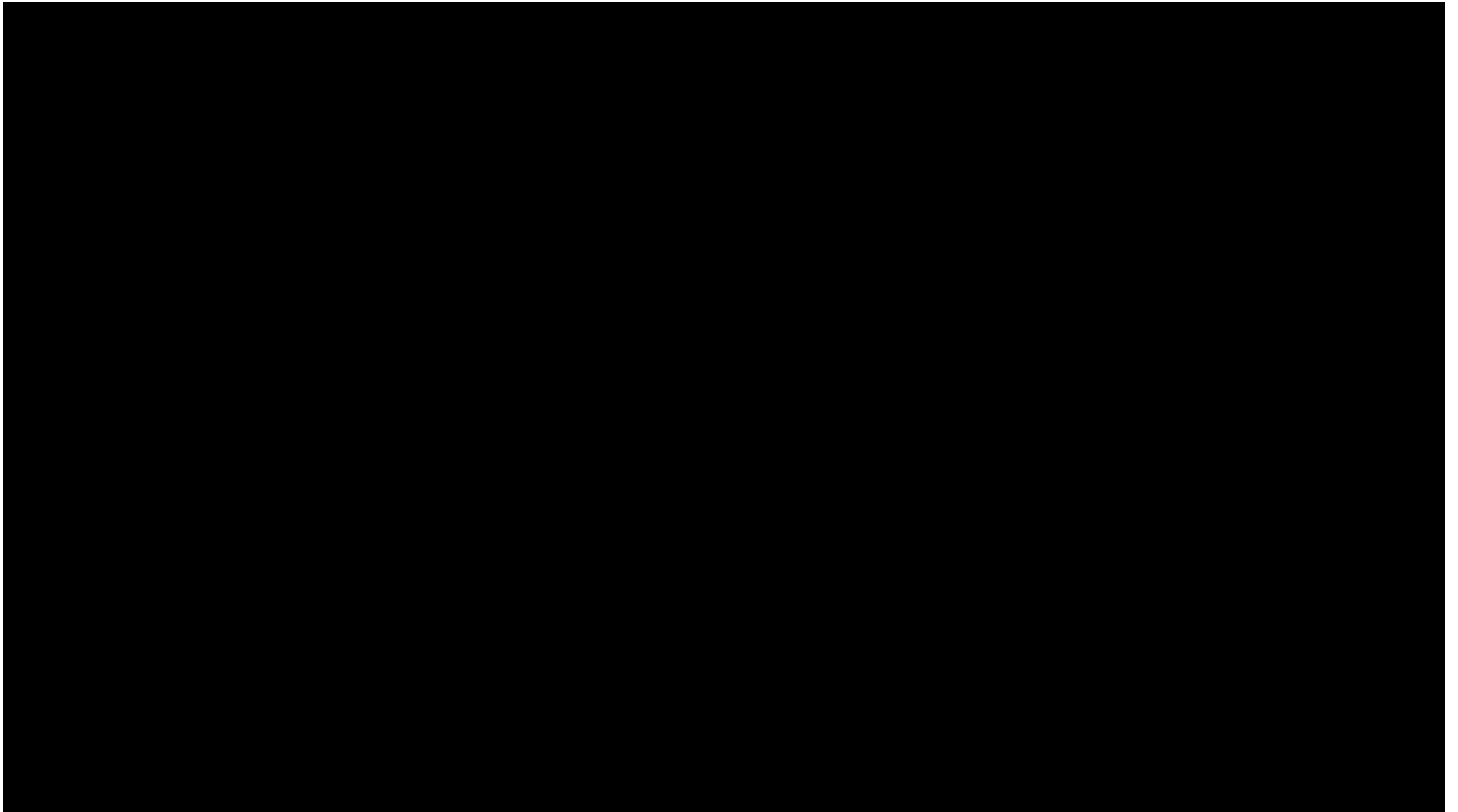


Larry Ellison's America's Cup

http://www.wired.com/2012/08/ff_americascup_ellison/all/

VIDEO LINKS

EQUI SIGHT
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Asif Husain – CTO

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Thank You NHBPA & Guests
2014 NHBPA Summer Convention
August 14th -17th

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