

Real Time Tracking

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RTT Joint Venture to Exploit Technology



Real Time Tracking Limited, announced today in Oxford, UK, the creation of its first Joint-Venture initiative, in association with DatAcq Limited. The new entity - which is a spin-out from a prior, and wider agreement covering applications in multiple professional sports markets - will be known as 'DatAcq Greyhound Racing Limited', and registered as a private company in England & Wales.

The goal of the new organization is to focus exclusively on the exploitation of RTT's generic-industry / multi-application target-tracking technology, to the market-specific demands of the specialized and global market that is international Greyhounds Racing.

RTT's real time generic multiple-object tracking technology has already been deployed in a number of developmental Security and Retail contexts, but this will be the first application of RTT's technology to the commercial opportunities arising in professional sports.

DatAcq Greyhounds Racing - DGR - offer the experience, resource, contacts and focus necessary to ensure a successful global delivery to the international blue chip customer base who have already expressed contractual interest in the resulting products and data.

RTT and DGR anticipate a 12 month time to market, with interim announcements between.

For more detailed information please contact RTT media relations: media@rttracking.com

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