



**2018 Badminton Interactive Cross Country
Mitsubishi Motors Badminton Horse Trials
3-6 May 2018**

11th April 2018

Building on the success of Mitsubishi Motors Badminton Horse Trials inaugural interactive cross country map last year, (viewed over 89,000 times), Hugh Thomas and the team at Badminton Horse Trials with long term title sponsors, Mitsubishi Motors, have again worked in partnership with CrossCountry App to create the Badminton Interactive Cross Country for the 2018 event.

New this year, the slower alternative routes at designated fences are shown. This helps viewers to appreciate the risk and reward of taking the faster direct route, or a longer less challenging alternative which could result in time penalties being added to their score.

This immersive multimedia experience is the 'go-to' point of reference for expert and amateur eventing enthusiasts, with the following on offer:-

- Filmed walk-throughs with six-time Badminton winner Lucinda Green and course designer Eric Winter.
- Audio and drone flyovers
- Statistics and fence dimensions
- Times at fences and multiple photos

On event, spectators can locate key features including catering outlets, car parks and toilet facilities.

Badminton Event Director, Hugh Thomas says:

“Badminton fans and eventing enthusiasts hugely enjoyed becoming armchair experts on the course in 2017 through the use of our first ever interactive map, so much so that the map section of our website was visited by tens of thousands of people from around the world keen to find out about Eric Winter’s course.

The interactive map is also of great value to visitors on event, who can find out all about each fence as they walk around the course.”

Where to find it:

Click the course map icon on the Badminton Horse Trials home page (www.badminton-horse.co.uk) to enjoy the free Interactive Course on any Smartphone, Tablet or PC. On event, take advantage of the Wi Fi hot spots around the Food Court and Trade Stand areas.

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Owners of Apple devices (iPhone, iPad or iPod Touch) can download the course with the free CrossCountry **Lite** app for standalone use at www.crosscountryapp.com/courses

A world leading provider of technology in Eventing, CrossCountry App's mapping technology is used by course designers and builders, organisers, officials, riders and their supporters and spectators at all levels of the sport.

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