



**CrossCountry App in partnership with the
Mitsubishi Motors Badminton Horse Trials
3-7 May 2017**

12th April 2017

It is with immense pleasure CrossCountry App can announce that they were approached by the Mitsubishi Motors Badminton Horse Trials to work in partnership with them and their wonderful Sponsors, Mitsubishi Motors, to create a bespoke innovative digital cross country course map for the 2017 International event.

An interactive digital cross country map was launched at Badminton Horse Trials press preview on the 12th April. The interactive map provides a concise and invaluable point of reference, enhancing the spectator experience for the exciting cross country phase of the event. It includes the route, fence positions and measurements, photography, drone footage and filmed walk-throughs on featured fences with leading event rider Harry Meade. In addition, new course designer Eric Winter explains his thoughts on the course design in audio commentary on each fence.

Badminton Event Director, Hugh Thomas says:

“We are delighted to be partnering with Cross Country App to bring a modern, digital source of information to both the competitors and the public. The App is highly flexible and editable, so we can update it right up to the cross country day and I think it will be a particular boon to spectators as they walk round the course”.

Eventing enthusiasts around the world can dip in to any part of the course to quickly get the information they seek and spectators will be able to find locations for catering, car parks and toilets and will have the ability to pinpoint their position at the event.

CrossCountry App is firmly established as a leading world-wide provider of technology which assists everyone involved in the sport of Eventing and the all-important cross country phase of the competition. CrossCountry App is used by course designers and builders, organisers, officials, riders and their supporters and spectators at all levels of the sport. CrossCountry App's technology allows for seamless updating of information on the interactive map, including updating photographs of fences when dressed and the official distance and optimum time when confirmed by officials prior to the start of the event

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The interactive map is available to view free of charge via Smartphone, PC or Tablet on the Badminton Horse Trials website (www.badminton-horse.co.uk) and CrossCountry App users can download the course map to their iPhone, iTouch or iPad for standalone viewing.

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