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PRESS RELEASE - FOR IMMEDIATE RELEASE

DUNEDIN TRACKING COMPANY SUPPORTS SUCCESSFUL WORLD RECORD ATTEMPT.

Dunedin-based company TracPlus Global has congratulated eco-boat Skipper Pete Bethune on shattering the Round The World Powerboat Speed Record, beating the previous record by almost 14 days.

The 100% bio fuelled and futuristic Earthrace vessel has travelled about 24,000 nautical miles to demonstrate the potential of alternative fuel sources.

“We are tremendously pleased for Pete and his crew on their outstanding achievement, and we are very proud to have been a supporter and sponsor of Earthrace since Day One of their first attempt.” says TracPlus Global CEO Chris Hinch.

The company’s innovative global tracking service allowed Pete Bethune and Earthrace to share the highs and lows of both world record attempts with thousands of supporters around the world.

“This has been a great opportunity for us to work closely with our performance analysis partner Rush Digital and to continue to develop and enhance our service, while providing a high degree of reassurance and comfort for the families, friends and supporters of Earthrace.”

TracPlus is an innovative system that provides global tracking of assets in all transport environments, be it aviation, maritime or land – all via a single globally accessible service.

One of its key points of difference is the way it is able to integrate a wide range of different tracking hardware, communications networks and software packages and providing operators, agencies and authorities alike with a level of seamless interoperability that cannot be achieved with proprietary tracking systems.

TracPlus is used in twelve countries as well as Antarctica, and is used by St John Ambulance Emergency Coordination Centres (ECC), Rescue Coordination Centre of New Zealand (RCCNZ), New York Air National Guard and Coastguard New Zealand. TracPlus Global Ltd is the 2008 International Winner of the Technium Challenge.

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