



TRACKSa

Introducing Tracksa AS



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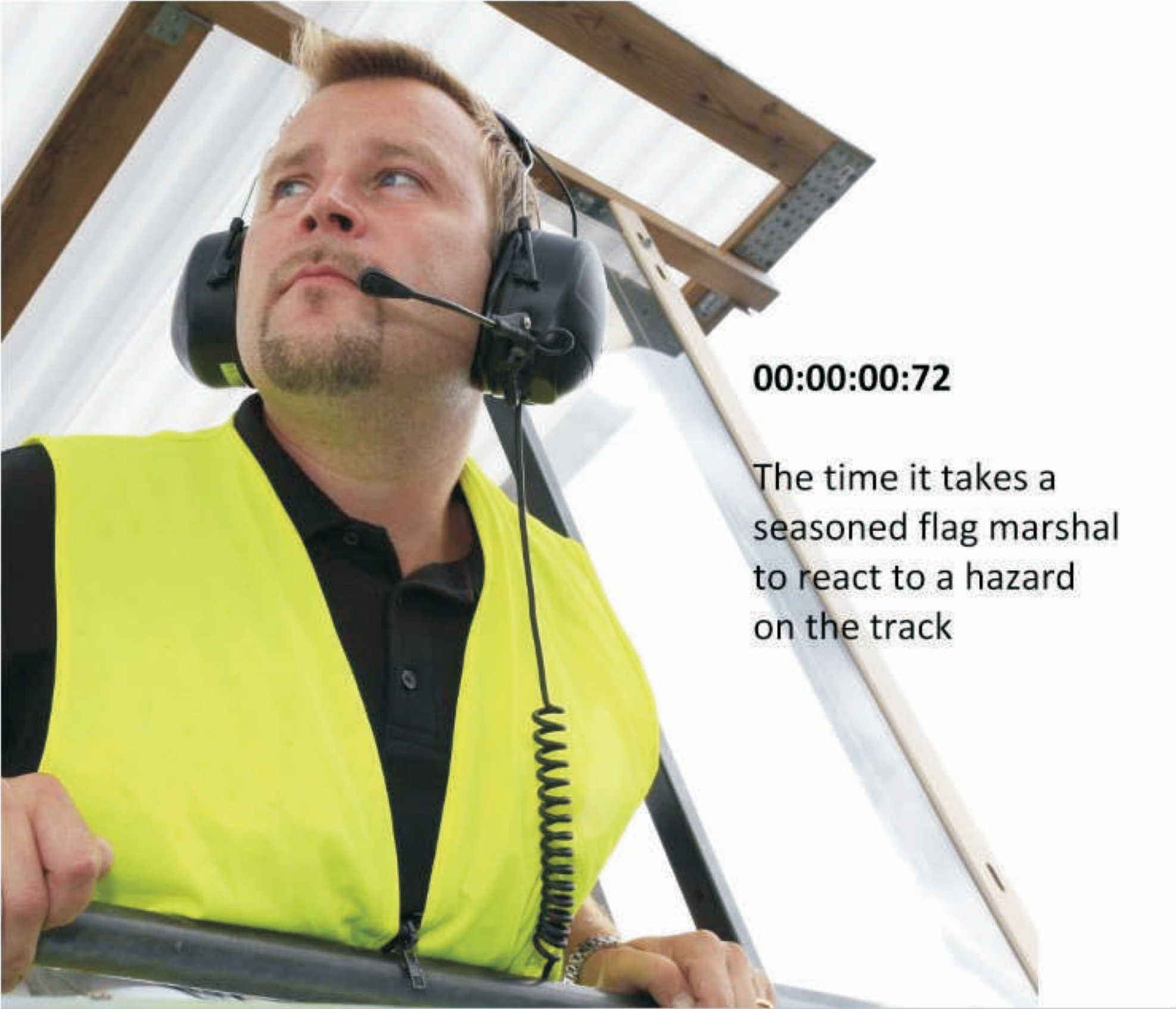
TRACKSA



00:00:00:56

The time it takes for a professional race car driver to react to a hazard on the track





00:00:00:72

The time it takes a
seasoned flag marshal
to react to a hazard
on the track

A man, likely a flag marshal, is shown from the chest up. He is wearing a black short-sleeved shirt and a bright yellow-green high-visibility vest. He has a large black headset with a microphone in his mouth. He is looking slightly to his right with a focused expression. His right hand is holding a red flag, which is partially visible at the bottom right of the frame. The background is a plain, light-colored wall or sky. The overall scene suggests a professional racing environment.

00:00:10:89

The time it takes all the flag marshals throughout the track to radio into the Race Director, confirm instructions, pick up their flags and flag down drivers

00:00:00:82

the time it takes to
do the same armed
with Tracksa's light
marshaling system





On a seemingly ordinary Friday afternoon on the Go Kart tracks, Frode Steen experienced the biggest scare of his life.

Maria, his daughter of 10 years at the time, crashed and was thrown out of her kart and onto the track. Flag marshals reacted immediately, but by the time the red flag order was given, she was hit by another driver speeding around the corner at over 80km/hr.

Fortunately, Maria did not suffer life threatening injuries that day. But since then, Frode has made it his mission to make racing safer for everyone.



TRACKSA

...when every millisecond counts

What we do

How we do it

What we offer

What makes us special

What others say about us

Who we are

FAQ



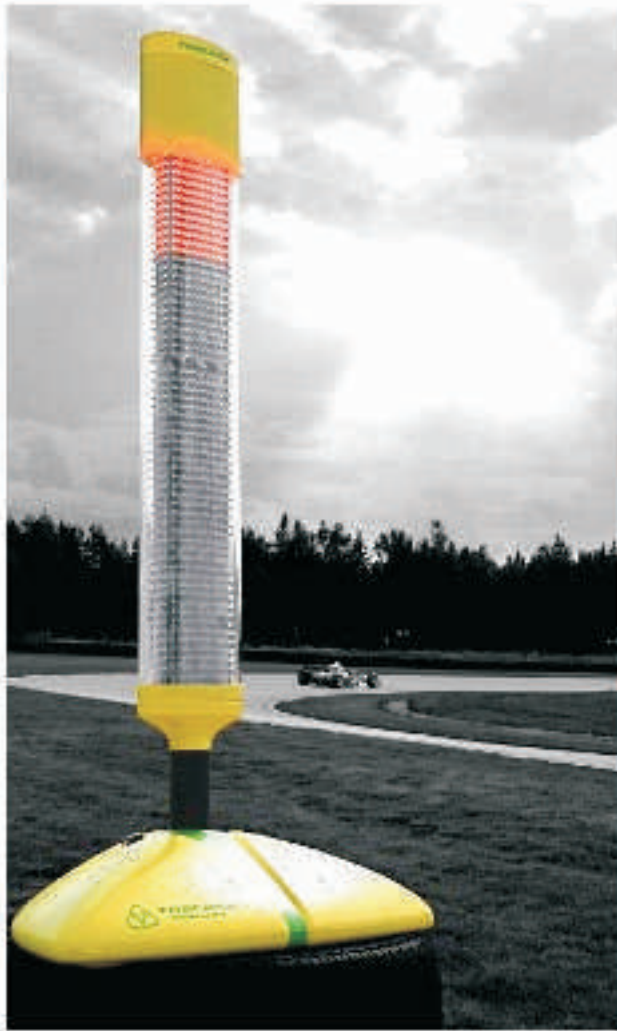
What we do

Tracksa provides the most innovative light marshaling system that improves both race track safety and operations during races, practice laps and event days.

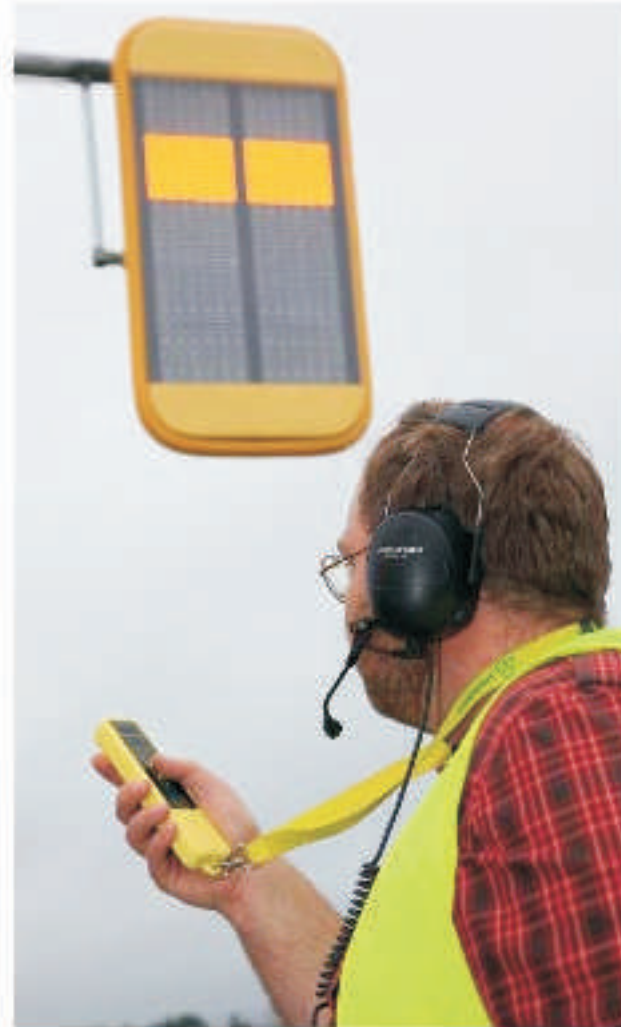
Our system effectively empowers the Race Director to be everywhere throughout the track and react to any situation within a fraction of a second, without exposing himself or his team to any of the dangers involved in motorsport.



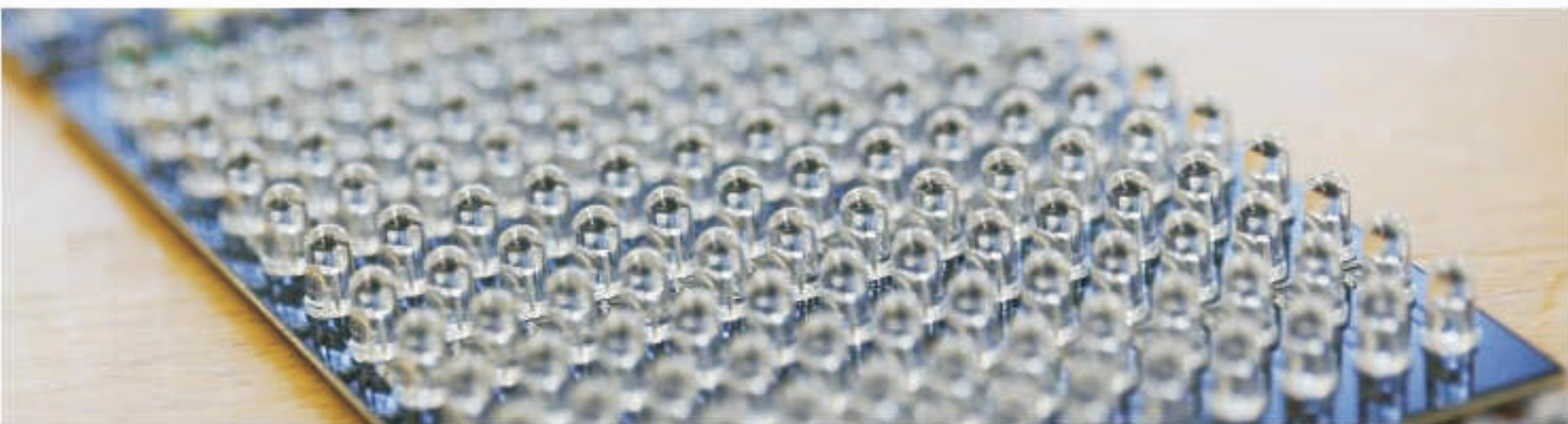
How we do it



Tracksa's light marshaling systems use wireless radio communications to interact with uniquely designed, high-visibility light marshals that are placed throughout the track.



Each light marshal is equipped with high intensity Light Emitting Diodes (LEDs) that displays the desired flags to the drivers. The desired flags are turned on and off via Remote Control by local flag marshals located a safe distance away from the track, or activated centrally by the Race Director in the tower using the Race Control software.



The LEDs used in Tracksa's light marshals generate a very pure form of light and color. It can be seen from distances of over 1km away, even at speeds of over 250km/hr, during all types of weather conditions.



Tracksa's light marshaling systems allow experienced flag marshals to respond immediately to any hazard on the track and communicate to everyone with the simple push of a button.

And all this is done from a safe distance, where the flag marshals' safety does not have to be compromised for the sake of the sport.

What we offer

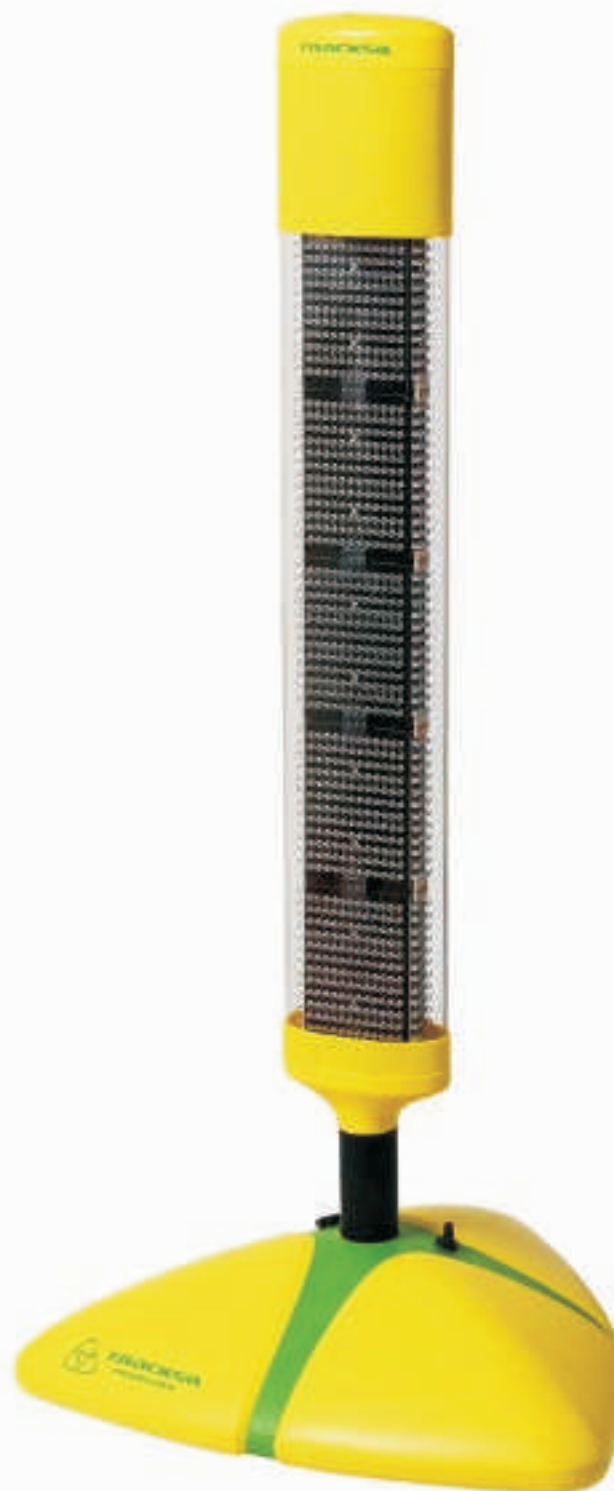
Product Name:
Tracksa Light Post

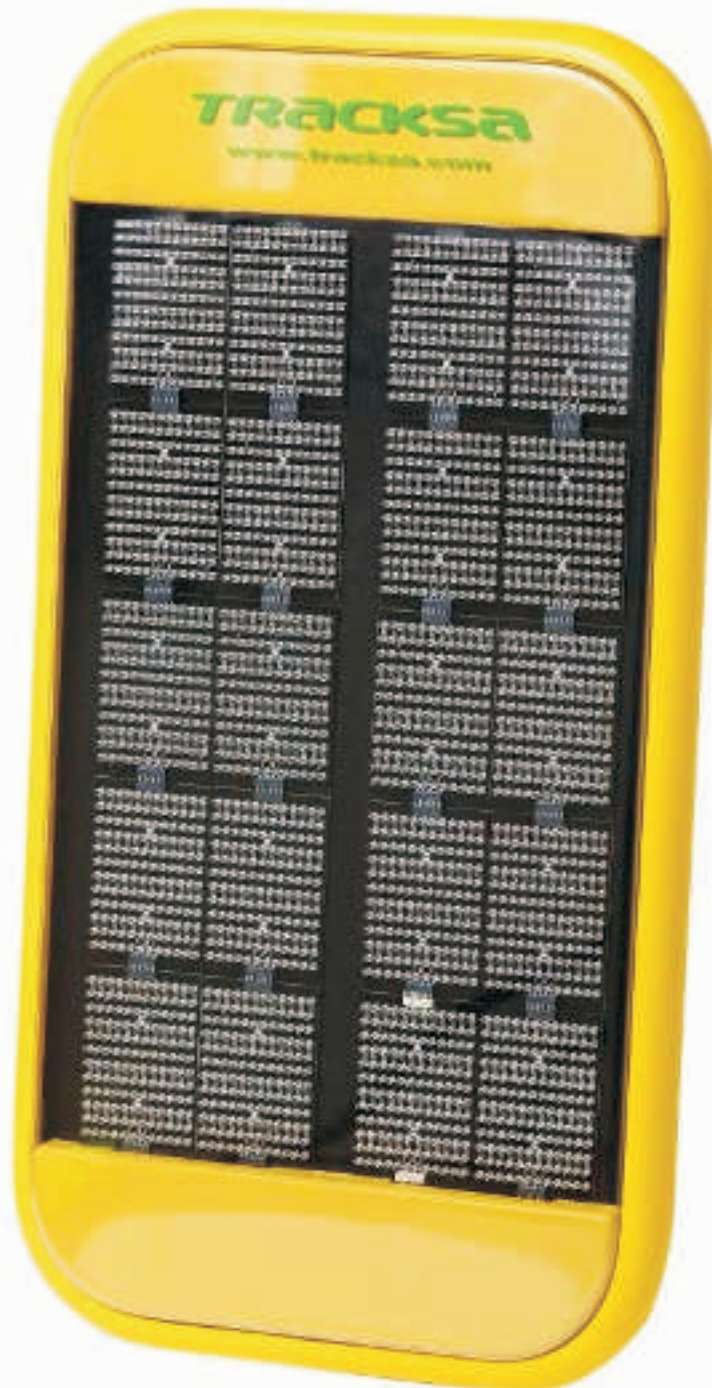
Application:
Rally Cross, Auto Cross,
Go Karting, Hill Climb,
Offroad, Motorcross

Functions:
Red, Single Yellow,
Green, Double Yellow,
Optional Blue

Power Source:
Rechargeable 12V Battery

Battery Size:
22Ah





Product Name:
Tracksa Light Panel

Application:
Racing

Functions:
Red, Single Yellow,
Green, Double Yellow, Blue

Power Source:
Rechargeable 12V Battery

Battery Size:
70Ah

Product Name:

Tracksa Graphic Panel

Application:

All Race Types

Functions:

Safety Car, Slippery, White,
Red, Yellow

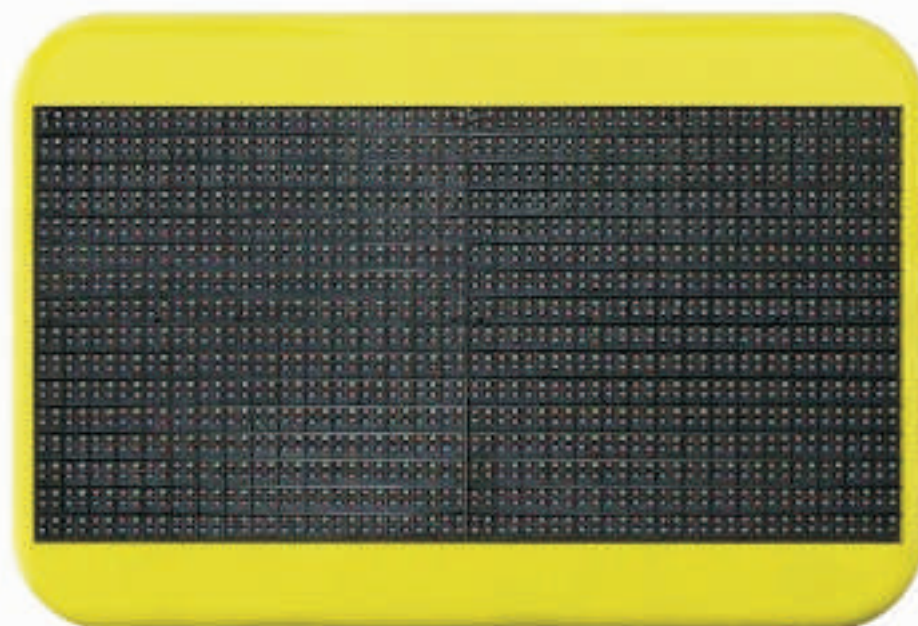
Other Functions:

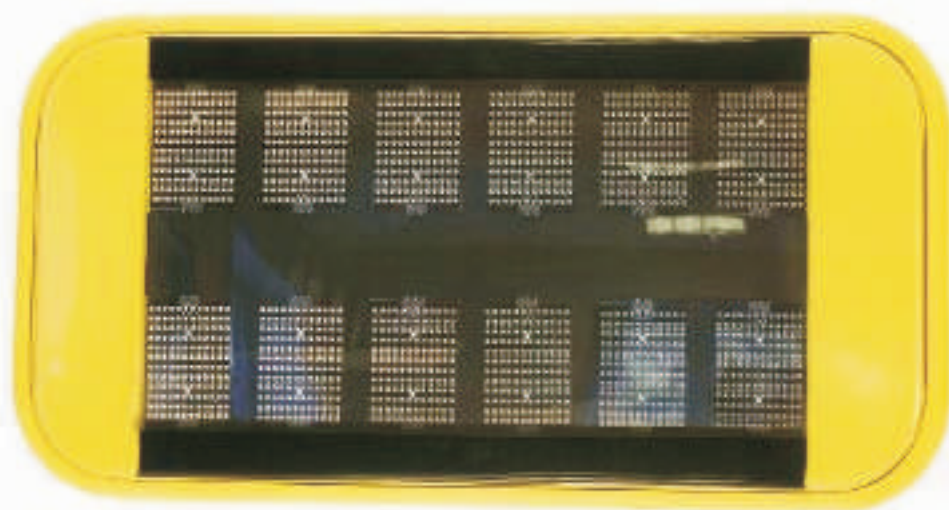
Can be programmed to
display any other flag
desired by the Race Director

Battery Size:

70Ah

Available in Spring 2011





Product Name:

Tracksa Start Light

Application:

Rally Cross, Auto Cross,
Go Karting, Hill Climb,
Offroad, Motorcross

Functions:

Standing start, Rolling start,
Aborted start

Power Source:

Rechargeable 12V Battery

Battery Size:

70Ah

Available in Spring 2011

Product Name:
Tracksa Mainboard

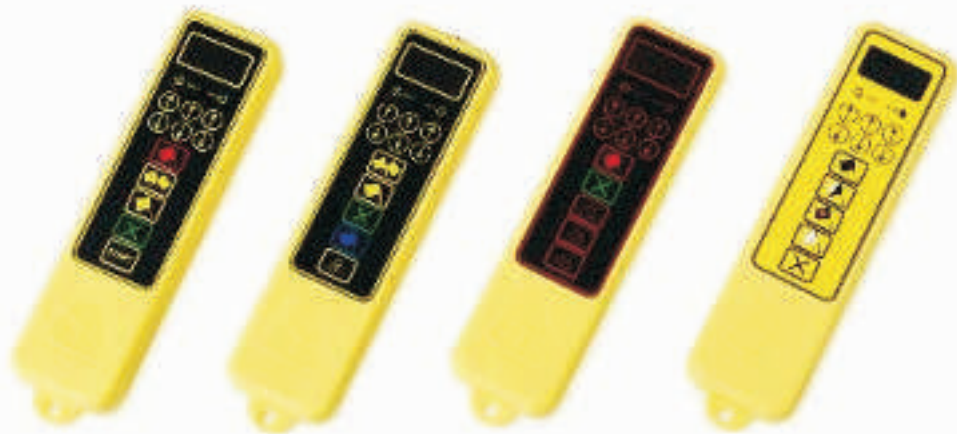
Application:
All Race Types

Functions:
Black, White, Red, Blue,
Technical, Slippery, Warning,
Checkered, Car number

Other Functions:
Can be programmed to
display any other flag desired
by the Race Director

Power Source:
230 VAC





Product Name:

Tracksa Remote Controls

Functions:

Activates light marshals
remotely from distances as
far as 1km with a clear line
of sight

Power Source:

Rechargeable 3.6V Li-ion
Battery

Battery Size:

2200mAh

Product Name:

Tracksa Race Control

Functions:

Activates all light marshals centrally through the Race Control software on a Touch based PC

Power Source:

230 VAC

(Uninterruptible Power Supply not included)





Product Name:

Tracksa Transceiver

Functions:

Communicates between
Race Control and all light
marshals via wireless radio
signals

Power Source:

230 AC/9VDC - 1A

(Uninterruptible Power Supply not included)

What makes us special

Since the first races in the early 1900's, the average speed of race cars has increased 5 fold, from 50km/h to over 250km/h.

Yet flag marshaling techniques, also developed in the early 1900's, have essentially stayed the same for over 100 years and have not kept up with the needs of the modern race track.

We intend to change this.



Team **LIMETEC**

EX6

POLAR



Our systems enable Race Directors to react and respond to any incident on the track within milliseconds

Using the Race Control software, Race Directors can activate all posts, responding to any incident, instantaneously. He can effectively transfer his experience to every single flag post on the race track, simultaneously.



Removes flag marshals from harm's way

By signaling drivers via wireless remote controls, flag marshals can completely remove themselves from the hazards on the track.

This significantly reduces the risk of injury for both flag marshals and drivers.

Helps reduce catastrophic risk

In a world of blazing speeds, relying on the snap judgment of volunteer flag marshals to make potentially life or death calls exposes the race track owner to unknown liabilities

An experienced Race Director armed with our system allows that experience to be located anywhere a light marshal is found on the track.

This helps to reduce catastrophic risk as well as provide peace of mind for everyone



A man with a beard and brown hair is wearing a black headset with a microphone. He is also wearing a bright yellow high-visibility safety vest over a grey shirt. He is looking off to the side with a focused expression. The background is slightly blurred, showing what appears to be a blue structure, possibly part of a race track or stadium.

No more missed instructions

Open wheeled cars driving at 250km/h make a lot of noise around the track. And despite flag marshals' best efforts to pay attention to their radios, messages are sometimes missed, resulting in a delayed response.

With Race Control, the Race Director can activate individual light marshals that may have missed their cue.

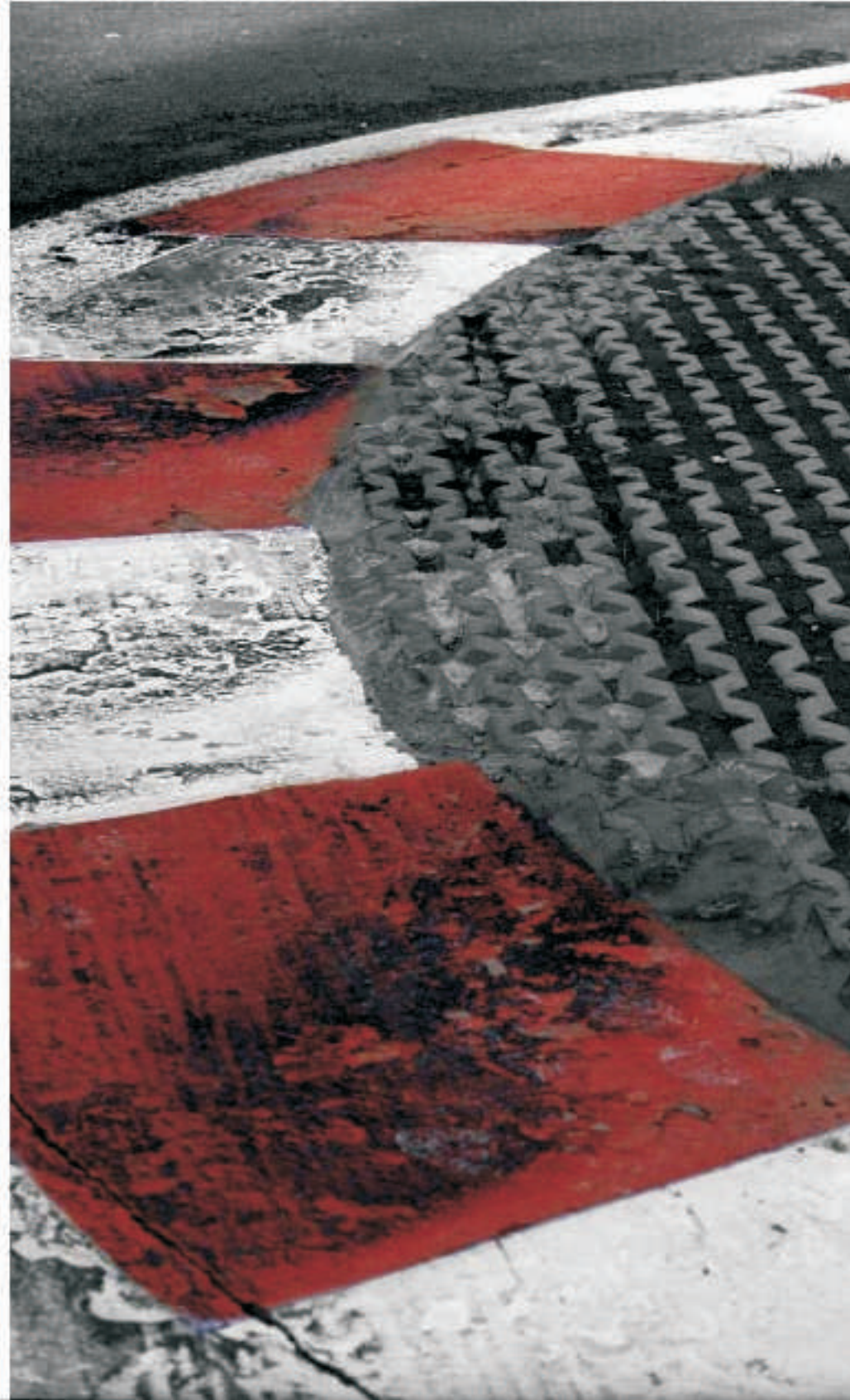
This helps to ensure that all flags are properly displaying the colors desired by the Race Director.

Offers an extra pair of eyes

Not all surface hazards can be seen from the nearest flag marshal.

In the event that a hazard is overseen, the Race Director positioned at a higher elevation can activate the light marshals on demand.

This means there are always an extra pair of eyes available to make sure your races are well looked after.



Provides true visibility

By using high intensity LED lights, we can ensure that the light marshals can be seen from various angles and under difficult conditions.

This means that drivers, flag marshals, and perhaps most importantly, the spectators, can always see what is going on.



Every incident is logged

Race Control documents every single incident when a light marshal is activated. It will document who, when, where, and what flag was signaled.



Makes you available in rescue situations



Should I go to help at the scene of the accident, or by leaving my post can I risk making the situation worse? Flag marshals often struggle with this dilemma.



Our light marshals can continue to warn drivers while flag marshals closest to the scene can help with the rescue effort.

Frees both hands

The Remote Control that activates the light marshal is hung around the neck by a neck strap, freeing your hands for more important things during a crisis situation.



Can function even in the
event of a power failure

Our battery operated lights can
function independently of a power
network, providing continuity for
operations.



Made with extreme weather conditions in mind

Whether it is the harshest winters of the Arctic circle or the 2 o'clock sun on the Mediterranean coast, Tracksa's equipment is built to tolerate what mother nature can throw at it.



Built to absorb an impact



Each Light Post is built with a flexible and durable spring mount.

This helps to release the force generated from a collision by a car or debris, reducing the damage to both the equipment and the car.



This feature is particularly important for Karting and Motorcross, as drivers have little protection around them and cannot afford to crash into permanent fixtures.

What makes us
really special



Our systems improve
the bottom line

After having conducted numerous interviews with track owners, we discovered that Tracksa's light marshaling system always resulted in improved financial performance, both on and off race days.

Even smaller race tracks save anywhere between 40,000 and 60,000 EUR per year in labor costs alone.

This means that, when factoring all cost saving and revenue opportunities, the system can pay for itself within 1 or 2 years.



FiA Regulations Appendix H to the International Sporting Code

"Lights may be used to supplement or replace waved red, yellow, green, blue and white flags." Article 2.4.3

FiA's latest changes to Appendix H of the International Sporting Code permits light marshals to replace flag marshal functions.

The Race Director can thus choose to remove all flag marshals from the track and operate all marshal posts from Race Control.




More consistent operations

Our light marshals do not need washroom breaks, lunch breaks, overtime pay or cold water on hot days to stay hydrated. They just need some charging over night.

Owners of our system are able to operate their tracks without interruptions, event after event after event.

Eliminate Unnecessary Upgrades



Race track owners that use our light marshaling systems often do not have to invest in additional safety upgrades that are tied to the old way of doing things.

Such upgrades can easily amount to over 50,000 EUR even for a small track. In these cases, Tracksa pays for itself well within 1 year.



No need for expensive cable upgrades

Tracksa functions using wireless signals and batteries. This means that the system does not need any cables or associated upgrades.

Easy to reprogram for different race types



We understand that race tracks hold various race types.

To accommodate, our light marshals can be programmed to work with various rules and regulations to suit your needs.

Adjusts to changes to your race track

Upgrading, expanding or rebuilding your race track is a complex and costly affair.

Tracksa's light marshaling system can be moved around anywhere on your track to satisfy both today and tomorrow's configurations, at virtually no additional cost.



More events can be offered with less staff



A small operating team can offer more events and training laps during busy weekends while at the same time improving overall safety.

By using Tracksa's light marshaling system to quickly clear the track between events, Event Directors can schedule more laps for paying customers during peak business days, optimizing revenues opportunities.

Our safety system generates revenues

Some race tracks rent out Tracksa's light marshaling system to event organizers as an optional service.

Many event organizers choose to buy the additional service as a commitment to safety to their event participants, generating additional income for track owners.



What others say
about Tracksa



"... during track days, we are conducting all our flag marshaling from Race Control..."

"... we are able to save over 30,000 EUR per year just in labor savings during weekdays. We save a lot more during race weekends."

A handwritten signature in blue ink, which appears to read "Kari Lehtimäki".

Kari Lehtimäki

Owner, Anderstorp Raceway



"Our track license originally required 97 employees to staff all our marshal posts. After having installed Tracksa's system, we were able to immediately reduce it to 69."

"By using the light marshals, we can clear the track in under 2 minutes. This means we can accommodate more events during peak days."

A handwritten signature in black ink, appearing to read 'Stefan Bernström'.

Stefan Bernström
Event Manager, Anderstorp Raceway

"The altitude difference on our circuit is 32m and has 14 different corners, many of which are blind. Tracksa significantly improved our safety and helped us avoid many accidents."

"We rent the Tracksa system out on an hourly basis and virtually every event organizer wants to use it."



Pertti Kurki-Suonio
Owner, Ahvenisto Race Circuit





"You can see the light marshals from anywhere.

You can't miss it."

A handwritten signature of Johan Rajamäki in black ink.

Johan Rajamäki
Formula 1 Racecar Driver

Who we are



Frode Steen started
Tracksa back in
December 2006.

He is responsible for
regulatory relations and
marketing.

Maria continues to be
the inspiration for the
Tracksa team to deliver a
safer and better racing
experience.

Wil is an automotive engineer with over 20 years of experience in the automotive and motorsport industry.

Wil is in charge of business development.





Roger is a racer, track operator, race director and all round race lover. Roger also has over 20 years of experience in the automotive industry.

Roger is in charge of business development.



Arvid is our resident electrical engineer. He is in charge of developing the hardware and making Tracksa's light marshaling solutions work.




Arild is our production chief. He makes sure that each product we deliver is built exactly to spec.

Arvid Olausen is Tracksa's
go-to-guy for tech support





Nicolay is our resident electrician. He provides technical and production support.



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Frequently Asked Questions

Q: Does the Tracksa system aim to eliminate all personnel from the track?

A: No. In fact, nothing can ever replace the sound judgment and reaction time of a human being. There is no better sport that reinforces this statement than in motorsport, where split second decisions are being made at every turn.

What we do is empower the Race Director and supplement experienced flag marshals with the tools and equipment necessary to be anywhere and everywhere on the race track and respond to everything within milliseconds. It is however a fact that redundant flag marshals will likely be eliminated.

Q: Is Tracksa's equipment recognized by FiA?

A: Yes. FiA, as well as numerous other major motorsports organizations and national ASNs recognize and use Tracksa's equipment. Tracksa's light marshaling system is formally homologated in Norway and Sweden by the Norwegian and Swedish FiA ASNs.

However, as of the printing of this book, there is currently no FiA Approval or FiA Homologation process. As a consequence, there are no suppliers that have FiA Approved light marshaling systems, despite some claims by others.

Ian Brown of the FiA Safety Commission confirms this and has publicly expressed that any supplier claiming FiA Approved status is improperly using FiA's stamp of approval.

Q: Where is Tracksa installed?

A: Tracksa's light marshaling systems have been installed on over 43 tracks throughout Scandinavia and Australia. We are now looking to introduce our technology to circuits throughout continental Europe and America.

In terms of major events, Tracksa's light marshaling system has been used by the 2010 FiA European Championships for Rally Cross, the 2010 FiA CIK World Championships for Under 18 Go-Karting, and the FiA NEZ. The FiA Offroad Commission has approved Tracksa's light marshaling systems for use in the 2011 European Championships as well.

Tracksa's lights will also be lighting the way for the 2010 Race of Champions at the Esprit Arena in Dusseldorf.

Q: Why does Tracksa choose to use batteries?

A: Tracksa has chosen to use batteries as a power source for safety reasons. Light marshaling systems must be operational even when faced with momentary or crippling power failures, and as such must have its own, independent power source.

The growing popularity of night racing, where visibility could be severely compromised by even the shortest, momentary power failures, reinforces our belief in having an independent power source. The Race Director must be able to warn drivers immediately about dangers, as well as ensure drivers do not act recklessly during such incidents.


Q: Can Tracksa's lights integrate with other functions on my track?

A: Yes. As a result of overwhelming requests from both track owners and other service providers in the motorsport industry, Tracksa will be opening its communications protocols to the public by Spring 2011. This means that Tracksa's lights will be available to communicate with other functions like time keeping and CCTV services provided by 3rd parties.

Q: Does Tracksa offer any promotions?

A: Yes. Throughout the year, Tracksa offers limited time specials and offers for qualifying customers.

For more information about our latest specials and offers, please feel free to contact us at +31 611916018 or at wil.joosten@tracksa.com.



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