



Animal ID Solutions

NEW SHOWJUMPING TECHNOLOGY TO BENEFIT RIDERS, SPECTATORS, SHOW MANAGERS

Brandon, Manitoba—The Kubota Cup Canadian Show Jumping Series has announced a partnership with Animal ID Solutions, Inc. to introduce a new computerized ID system designed to streamline and enhance communication at Canadian horse shows. The Animal ID Solutions system was launched at the Kubota Cup riders' meeting ahead of the competition at the Royal Manitoba Winter Fair.

Animal ID Solutions, Inc. is partnering with the best technology providers to provide a one-stop integrated solution for equine show management that provides an up-close and personal look at the riders/horses and puts fans in the middle of the action. Features of the solution being implemented for the Kubota Cup Canadian Show Jumping Series include:

- Online registration and payment
- Real-time tracking of horses and riders using active RFID tags with the option of readers located in stabling area, portal of entries, hitching rings and show rings.
- A welcome display at portal of entry with the ability to have touch screen access for stabling directions/instructions and move-in facilitation.
- Automated system for hitching ring and queuing for show ring.
- Touch screens deployed throughout spectator seating accessing horse, rider, class and event data.
- Automation of the large screen displays.
- Integration with show applications to track event points, placings, judgments and participation.

Animal ID Solutions, Inc. is supported by their RealPartner NCR Corporation who is working with them to turn audience touch screens/kiosks and large display screens into eye-grabbing sources of real time information enhancing the show experience for both riders and spectators.

About Animal ID Solutions, Inc.

Based in Indian River, Ontario, Animal ID Solutions, Inc. is a systems integration company which designs & integrates databases for the identification, tracking and management of animals. With a management team that combines 30 years experience implementing database and business intelligence applications with 25 years of equine experience as trainer, breeder, competitor and consultant, Animal ID Solutions is well positioned to deliver a solution that will take equine show management to the next level. www.animalidsolutions.com

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