

Press Release



Soft Pauer Ltd is pleased to announce the launch of its official Formula One™ Timing and Track Positioning Application for iPhone and iPod touch users.

This unique application allows fans to simultaneously track the progress of all cars in real time on a dynamic track map which offers a variety of views of the circuit, including the unique ability to see a bird's eye view of the action. The data is taken directly from the official timing feeds generated at each circuit, giving the user unprecedented portable access to the information used by race engineers in the pit lane, with the added ability to track the individual driver of your choice. So for the first time, fans will be able to get a full, detailed picture of the racing action wherever they are.

Full specification and prices can be found on the iTunes store via <http://www.softpauer.com/f1app/link.html>

Otmar Szafnauer, CEO of Soft Pauer commented: "We're very pleased to offer fans an added dimension to the experience of watching Grands Prix. We hope that they will take advantage of this new opportunity to get a full picture of the racing action wherever they go."

Bernie Ecclestone commented: "I'm very excited by this application as it will allow fans to keep in touch with what is going on whilst on the move."

For more information on Soft Pauer, e-mail enquiries@softpauer.com.
To download hi-res versions of the image below and further images, visit www.softpauer.com



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