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RaceJoy Debuts Industry First: GPS Progress Alerts

Mobile Platform Launches Timing Progress Alerts Based Upon GPS Tracking

March 26, 2015 – Moorestown, NJ – RunSignUp, the leading industry innovator for race events, timing service providers, running stores and clubs, announces RaceJoy’s newest industry breakthrough, GPS Progress Alerts. RaceJoy, the premier mobile solution provider for race participant live tracking and cheer sending, breaks new ground with the introduction of timed progress alerts based upon the participant’s GPS position. RaceJoy is a unique mobile platform that is focused exclusively on the race and provides real-time interactive experiences for participants with their social circle of friends and family.

“We are extremely excited to be bringing this innovation to the industry and know it is opening a whole new race day experience. We see this as a true game changer. Race organizers can now offer advanced runner tracking regardless of the size of the race and timers are able to round out their offering to include additional data points combined with their official timing points on the course. Moreover, participants are able to experience the race in a way not experienced before with greater real-time information and motivational encouragement from their supporting fans,” said Bob Bickel, Founder of RunSignUp.

RaceJoy, known for being the only solution to offer live GPS tracking for race day continues to push the envelope with GPS progress alerts. Participants who carry their phone can receive audio alerts real-time with performance information at every mile point on the course, providing current position, time elapsed, pace and estimated finish time. Their family and friends are able to monitor and support their progress at the race site or remotely by tracking them live on the course map and receiving continual performance updates.

RunSignUp introduced the GPS progress alerts at seven races this last week and is continuing to debut this new feature in RaceJoy for participants and spectators at eleven upcoming races this weekend, including the Cooper River Bridge Run and Ukrop’s Monument Avenue 10K and The Bank of America Shamrock Shuffle.

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“This is an exciting next step for RaceJoy. We started with live GPS tracking, then audio cheer clips and now progress alerts that are flexible and adaptable to changing conditions on race day. Every race we learn from and improve the experience. For example, we are adjusting the technology to accommodate last minute changes on the course or start delays – all of which affect the GPS tracking since we are tying the data recorded specifically to the race course versus just generic tracking. This means we are able to provide valuable race day data that is adaptable and real-time,” said James Harris, Founder of RaceJoy and Co-Chief Technology Officer of RunSignUp.

Race organizers can request to have their race listed within RaceJoy at no charge by sending their request to addrace@racejoy.com with an electronic version of their course map (GPX or KML file format or URL link) or enable under Go Race Day on RunSignUp’s platform. Race participants and spectators pay an in-App upgrade fee of 99 cents per race.

About RunSignUp

RunSignUp is the leading innovator of online tools for Races and Running Clubs. Services include RunSignUp for race registration, RunSignUp Go for Race Day, RunSignUp RD Go for Timers, RunSignUp Clubs to enable membership management, and RaceJoy for mobile race experiences. More than 4,000 race directors, timers, and running club officers use these services today, including leading organizations like the Boilermaker Road Race, Pittsburgh Three Rivers Marathon, Inc., Fifth Third River Bank Run, The Graffiti Run, The Glo Run, Leone Timing, and many more. Services are free except for processing fees when conducting monetary transactions such as race registration or club membership renewals. RunSignUp is founded by runners for runners, using technical capabilities to bring the power of cloud computing to benefit the running community. For more information, visit www.runsignup.com.

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