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RaceJoy Announces Race Day Communications Breakthrough

Race Day Audio Messaging through Mobile Platform

December 21, 2016 – Moorestown, NJ – RunSignUp’s RaceJoy leading race day mobile application announces its direct audio messaging as part of its Race Day monitoring system for race organizers of running, cycling and triathlon events. As part of RaceJoy’s Race Day monitoring system race organizers are now able to instantly communicate with specific participants and the race operations team that are using RaceJoy on race day. This direct communication capability is one of the latest breakthroughs the mobile application has brought to the road race industry in recent years.

“We are very excited about this new feature and know race organizers and event management companies will appreciate having direct access to participants and operations. It is similar to giving everyone a walkie talkie not just select race operations team, and it creates a flexibility of communication races haven’t had in the past. Not only is RaceJoy the leading and most advanced form of live tracking available in the industry, it is now bringing incredible innovation for race day operations,” said Bob Bickel, the founder of RunSignUp.

Through the monitoring system, race organizers can instantly send audio messages to the race operations team to communicate instructions or last minute updates throughout the race such as volunteers, medical and other supporting staff. The messages are typed in on RaceJoy’s Race Day Monitoring web console and then instantly delivered to the individual’s phone in audio format. The operations team can then easily respond by using RaceJoy’s text-to-cheer feature.

Race organizers are now able to send custom audio messages directly to participants who are using RaceJoy, and can communicate with participants in real-time no matter where they are on

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the course. This is key when there are situations like a runner being off course or when emergencies occur in which it is essential to communicate with a particular participant during a race. Organizers also have the ability to send mass communication to all that are using RaceJoy, participants, spectators and operations, through RaceJoy's news alert system.

“This is just one of the many features we are introducing for race organizers. Because RaceJoy is a native mobile app versus a web-based app, we can create more dynamic interaction like sending a custom message to an individual. There are many applications from trail races where it is easy to get off-course, relay events needing to communicate easily with a given team, or are a larger scale race that want more immediate access to and communication with their race operations team. RaceJoy's new features around its monitoring system come from these specific needs that are shared with us,” said James Harris, RaceJoy's founder.

This new audio messaging tool is the newest feature of RaceJoy's Race Day Monitoring system, which provides race organizers with a web console view of live race day activity by tracking the GPS location of race participants and race operations team members. Organizers have access to key information like the number of race participants who have crossed certain milestones, individual race participant progress information like pace and estimated finish time, and receive notifications when participants are off-course.

RaceJoy will also introduce to the market its Participant Replay feature for participant verification and backup for BIB Tag verification.

About RunSignUp's RaceJoy

RaceJoy, a RunSignUp product, is changing the race experience through advanced mobile technologies specifically for running, cycling and triathlon race events. RaceJoy is designed to provide real-time, interactive information and connection for participants, spectators, and race organizers on race day. RaceJoy offers innovative features such as live GPS tracking, GPS-based progress alerts, Send-a-Cheer, Text-to-Cheer, NearMe proximity alerts, and Race Day Monitoring. With an emphasis on quality, RaceJoy was built upon native mobile technology for an authentic, interactive mobile experience. For more information about RaceJoy, visit www.racejoy.com and the company behind RaceJoy at www.runsignup.com.

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