



RACETRACKER

Sports & Athlete Tracking

GPS wearables for real-time athlete tracking at sports events

The Customer

RaceTracker provides high-quality GPS tracking and race timing services for major endurance events across Europe. Their technology powers iconic races such as the Norseman and Swissman Triathlons.

The Challenge

- Endurance events needed **long-life** wearable trackers
- Required **bulk charging** for fast race-day setup
- Sought **API integration** with timing platforms
- **Global coverage** for international events
- Needed **tools for timing disputes** and **cheating detection**

The Solution

24H GPS Wearables: Compact trackers built for endurance races.

Fast Deployment: Bulk charging trays with visible serials and LEDs.

Rugged Build: Waterproof design for all race conditions.

Platform Integration: API linked to RaceTracker's system.

Smart Billing: Charged only when devices are active.



RACETRACKER

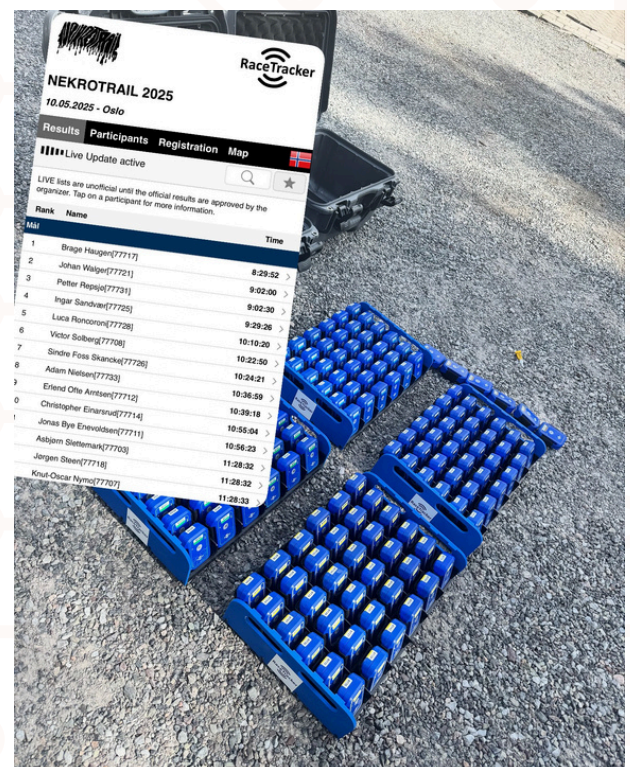
Sports & Athlete Tracking

GPS wearables for real-time athlete tracking at sports events

Core Product Used

Lightbug RaceTracker Custom Device

- ✓ Live tracking
- ✓ Easy to bulk charge
- ✓ SOS button + alerts for athlete safety
- ✓ Global Coverage
- ✓ Sports arbitration
- ✓ Low-profile design



The Results

Seamless Deployment: Trackers distributed efficiently during race-days.

Increased Sponsor Revenue: Elevated customer engagement resulted in stronger brand visibility and measurable returns.

Reliable Performance: Devices delivered consistent live updates and instant SOS alerts throughout the event.

Looking for reliable race-day tracking? We can help.