



CT BRINGS HD VIEWING TO THE CRABBIE'S GRAND NATIONAL



The Crabbie's Grand National is an event that attracts only the very best of horse-racing. In the weeks running up to the Grand National's opening day, Creative Technology (CT) made history by making this year's races the first to be shown in high definition.

This popular horse-racing event draws in around 600 million viewers worldwide and, as a result, deserves its status as a prestigious sporting event. This year, The Jockey Club felt that this level of quality and prestige was something that the technology behind the Grand National merited as well. Held at Liverpool's Aintree Racecourse, CT were tasked with transforming the Aintree Racecourse from analogue to a racecourse that is HD and digital.

To do this, CT had to permanently install over 3500m of fibre, creating a network which ensured that the 127,000 attendees could enjoy the action on the turf, in the highest quality, regardless of where they were. To guarantee this, CT also set up over 100 LCD screens across Aintree for various mobile hospitality spots.

"Upgrading the Aintree Racecourse to this degree was not without its challenges" says Project Manager, Dominic Hill, "however, it was great for Creative Technology and The Jockey Club to come together to overcome such hurdles and bring this horse-racing event up to the technical standard that it deserves".

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