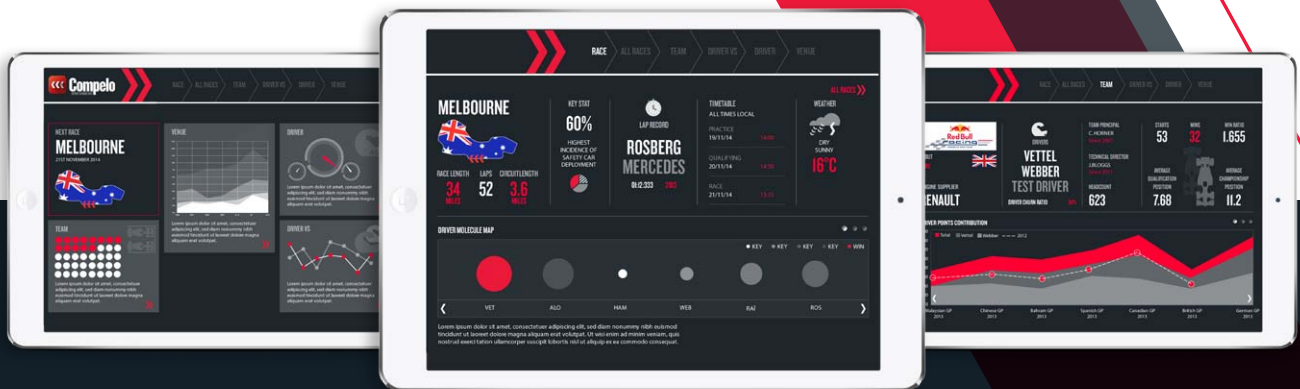


FORMULA ONE DASHBOARDS



Summary

Compelo's 2014 season Formula One Dashboards provide five screens of detailed analytics spanning forthcoming races, venue characteristics, driver season and career history and team performance.

The dashboards are iPad/tablet optimised for pundits and journalists to use remotely in the pitlane, enabling instant analysis to be converted into insightful live reporting.

Metrics are updated after every track session. Compelo's 'exceptions' reporting approach highlights anomalies or variations from the norm, enabling editorial staff to focus on the data that supports breaking news.

The 2014 Formula One Dashboards are powered by a Business Intelligence engine, enabling analysis to be instantly delivered, even when based on 64 seasons of data.

The dashboard service is provided on an annual user license basis and can be demonstrated on request.

Technical Specification

Sample Analytics included in 2014 release:

- » Driver at venue molecule map – analysis of historical driver performance at all 2014 season race venues
- » Team-mate qualifying & race result deltas
- » Driver 2014 – v 2013 season points contribution tracker
- » Driver race positions gained and defended weighted tracker
- » Compelo all time driver ranking particle chart
- » Race venue characteristic comparisons – 10+ key variable comparisons from pitlane loss to lowest winning grid position
- » Driver comparison charts with variables including days since last win, age at first win, stewards' appearances & penalties incurred
- » Plus full query capability across all race performance variables from overtakes made to DNFs incurred

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