



Telling better stories with data at the Tour de France 2016

Here's what you can look forward to.

About this year's race



Grand Départ date Saturday 2 July



Border crossings Visiting 3 neighbouring countries: Spain, Principality of Andorra, Switzerland



Longer distance 3,535 km versus 3,360 km in 2015



Stages

9 flat stages, 1 hilly stage, 9 mountain stages, 4 summit finishes: Andorre Arcalis, Mont Ventoux, Finhaut-Emosson and Saint-Gervais Mont Blanc, 2 individual time trial stages, 2 rest days



Route La Manche to Paris, visiting 16 new places along the route



Finish date Sunday 24 July

New ways of capturing race data



Next-generation tracking devices



Bigger data truck with cutting-edge technology



New insights into race tactics and more data

In addition to live speed, distances between groups of riders, and position in the peloton, we also track ...



Live gradient for every rider The higher the gradient, the steeper the hill, the harder the rider must work



Live wind speed and direction Strong headwinds cause lower speed; strong crosswinds eliminate slipstreams

New ways of analysing race data

This year's analytics platform delivers...



Increased processing power and performance improvements Handling even more data, even faster



Intelligent data handling Improved handling of real-world data challenges, automatically bridging

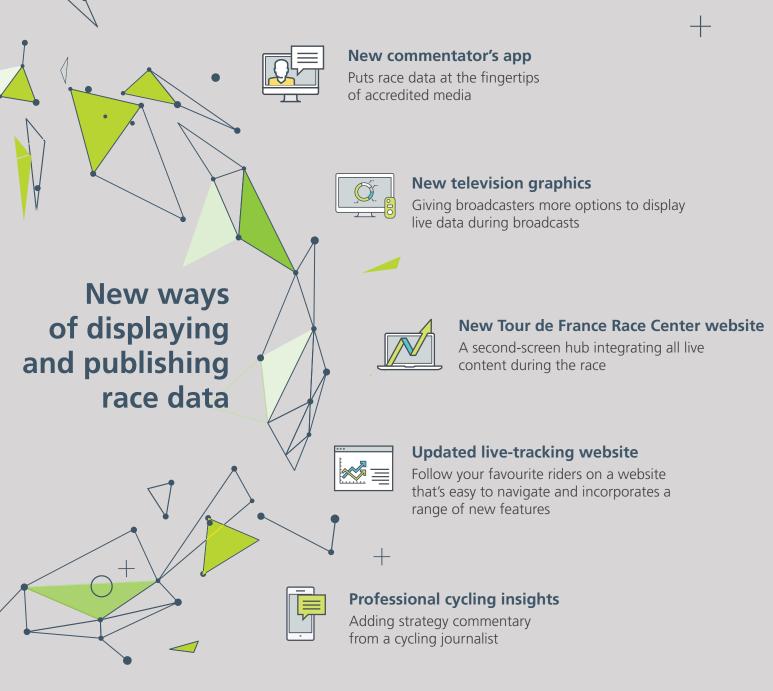
transmission gaps



Time trial functionality New features to provide insights into time trial stages



Even more accurate gaps and groups calculations A detailed view of the race in action



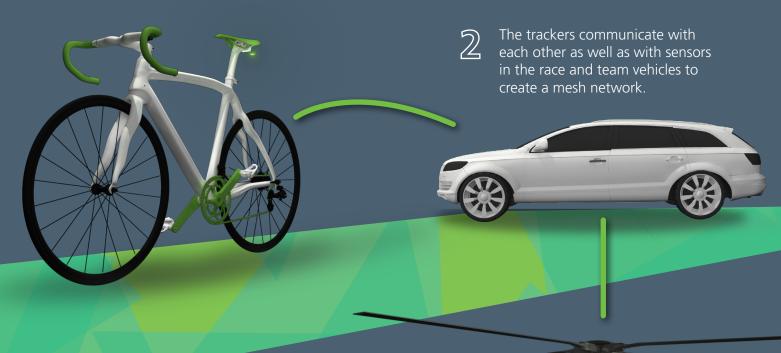




We're telling better stories through data! How does the solution work?

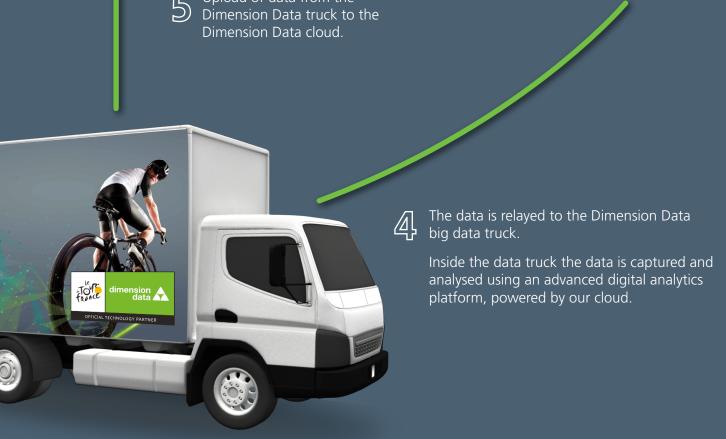
Each rider is fitted with a GPS tracker.

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The data is streamed from the race vehicles to the aircraft.

S Upload of data from the



Visit dimensiondata.com/tourdefrance for more about how we're revolutionising the viewing experience of the Tour de France.