

The logo for Kwindoo features the word "Kwindoo" in a white, sans-serif font. The letter "o" is replaced by a stylized sailboat icon with a blue and orange sail and a white hull. The background is a dark blue gradient with a faint image of sailboats on the water.

KWINDOO

INFOTAINMENTS

Track sailing differently and

GET

Visible

Exposed

Followers

Sponsors

the HYPE

Use cases



Sailors

Racers, professional and amateur teams



Regatta hosts and organisers

Clubs



Viewers

Fans of sailing, organisers, coaches, race committee



KWINDOO Sailing Academy

Children, parents, instructors and coaches

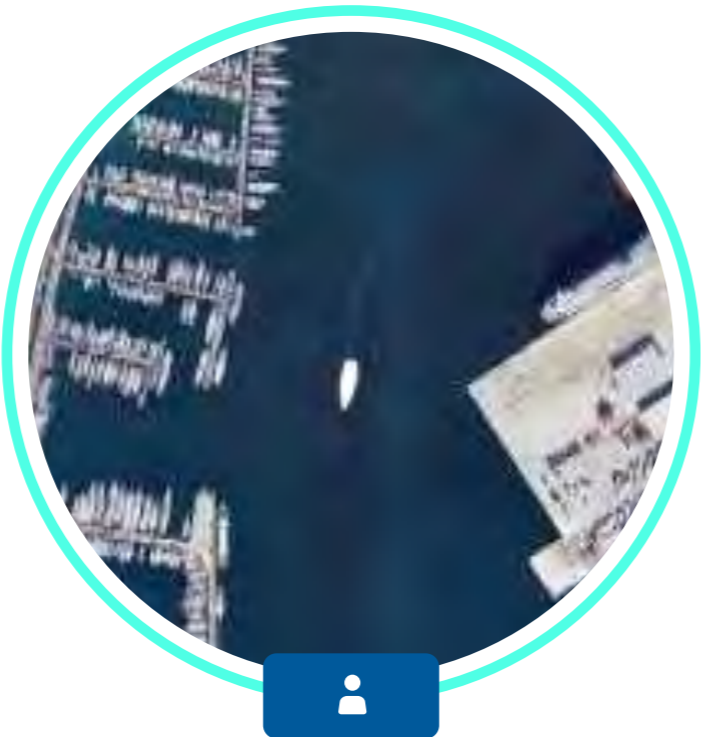
KWINDOO tracking functions - for the sailor



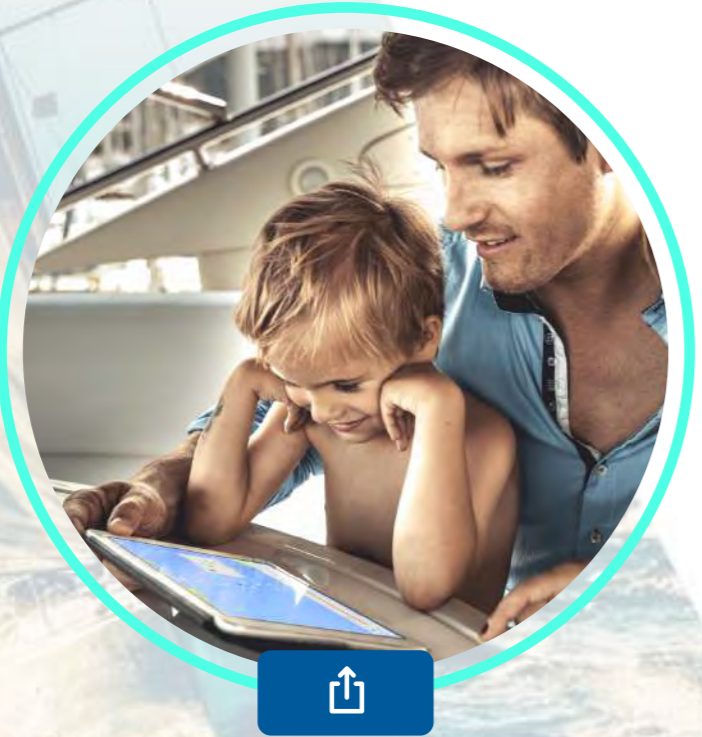
Tracking app for sailors
Free (iOS, Android)



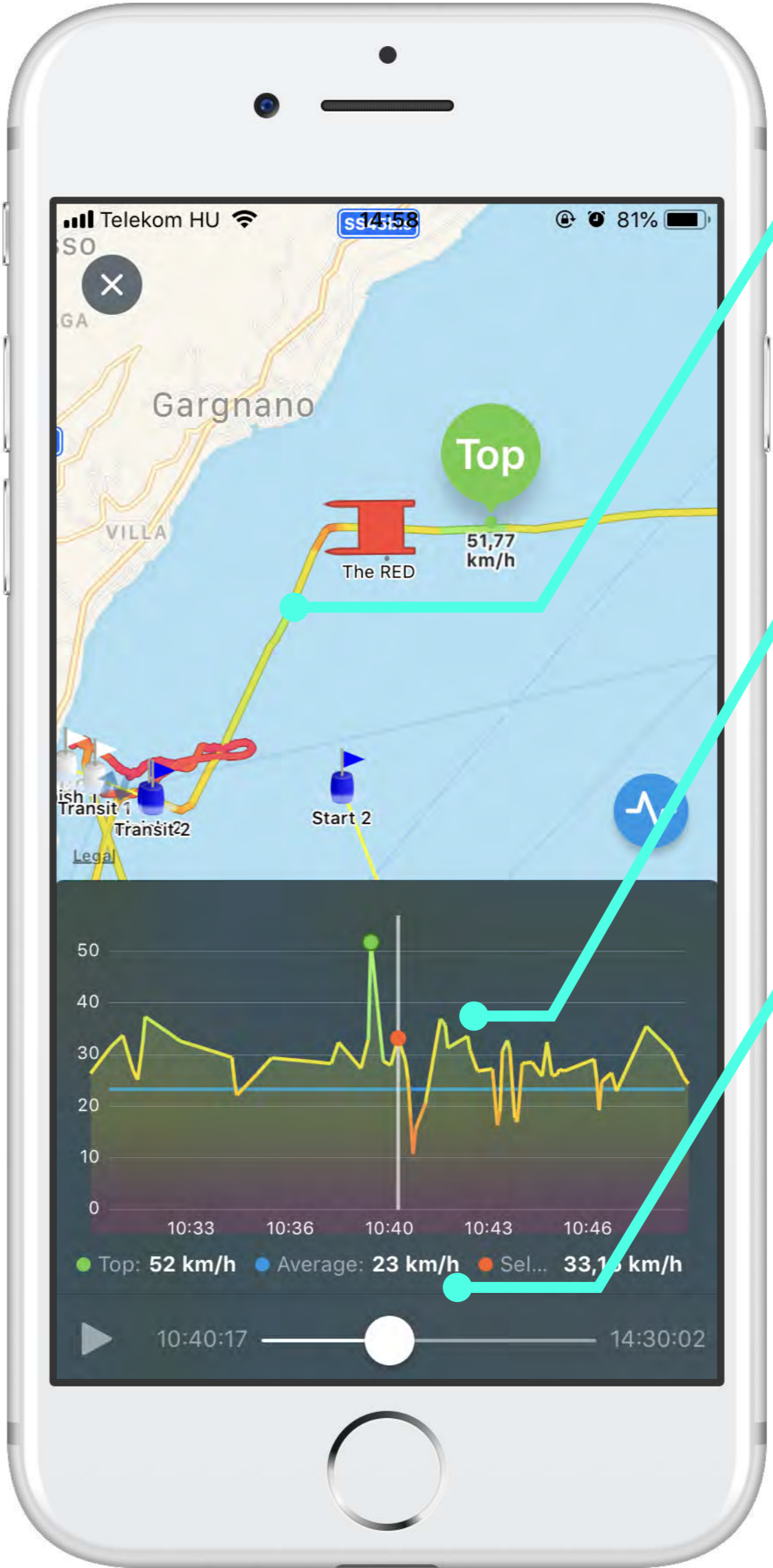
Race Tracking
Live tracking on organised races



Self Tracking
Individual tracking



Sharing live view



HEATMAP TRACK

Full track replay with speed heatmap and top speed marking.

SPEED GRAPH

Beautiful interactive speed graph for in-depth performance analysis.

STATS OVERVIEW

All important performance data in one place.

Performance analytics - for the sailor

More than tracking as you know in sailing

- **HEATMAP TRACK**

Fully replayable with top speed.

- **SPEED CHART**

Interactive speed chart for race analytics.

- **PERFORMANCE DATA**

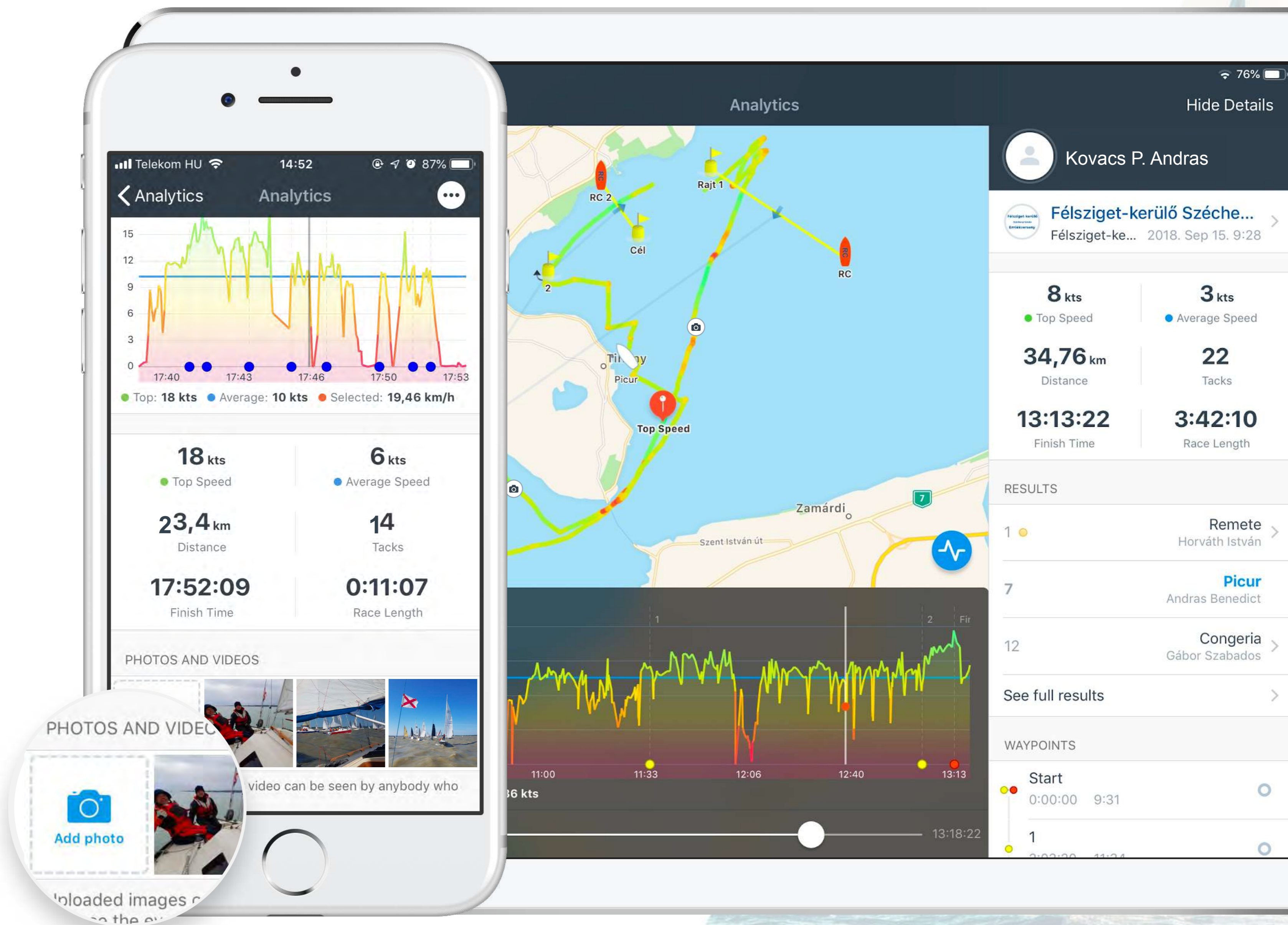
Max and average -speed
Distance
Race time
Reach mark time and ranking

- **PHOTOS AND VIDEOS**

Upload media during and after tracking

- **SHARE THE RACE**

Invite crew members



Organizers - for the host

FUNCTIONS

Just 3 basic data and your event is ready

Course editor – build your race itinerary

Hotline number for emergency calls with GPS position log

Instant messages to all participants

Broadcast style live tracking

The screenshot shows the organizer interface with a sidebar menu on the left and a main content area. The sidebar menu includes sections for EVENT, USERS, and COMMUNICATION, with sub-items like Event details, Race manager, Power Editor, Sponsors, Video stream, Admins, and Participants. The main content area displays a table of races for 2018-08-06 (Day 2).

Name	Start time	Finish time	Classes	Action
Race 1	12:30	15:23	All classes	Track
Race 2	15:53	17:01	All classes	Track

The screenshot shows the live tracking interface for the "DOUBLE HANDED MELGES 24 DISTANCE RACE". It features a header with navigation links (PROGRAMS, CALENDAR, REGATTAS, NEWS, SUPPORT US, ABOUT OAKCLIFF, SHOP, DONATE) and a "RACE TRACKING" section. A "Recent activity" panel shows a photo of a participant and a message: "Rebecca + Paddy (Melissa Gill Marine) passed Cold Spring Harbor Light". The main tracking area displays a map with boat positions and a table of race data.

Rank	Boat Name	SOG	Bearing	Rem. dist.	Tacks / Jibs	ETA
3.	Melges 6 Charlotte Bellejeau	7.00 kts	186.33°	113.77 km	0 approx	52%
2.	Melges 5 Ella Bokall	7.18 kts	266.47°	110.82 km	0 approx	60%

The screenshot shows the course editor interface for "Race 1 | 2018-08-06 12:30:00 - 2018-08-06 15:23:33". It includes an "Itinerary" table with markers for Start line, Buoy, Gate, and Finish line, and a map showing the race course with a "Mark name" dialog box open for editing a marker.

Order	Marker	Type	Action
1	1	LOR Buoy	x
2	1a	LOR Buoy	x
3	2p	2s Gate	x
4	1	LOR Buoy	x

Tracking - for the host and the fans

BOAT DETAILS

Boat name, helmsman

SOG

Compare distance between boats and marks

PHOTO AND VIDEO UPLOADS

Racers can take photos and videos during the tracking which appears on the newsfeed and the map

WIDE RANGE OF BOAT ICONS

Monohulls – catamarans – trimarans – motorboat



Recent activity

14:58 PM
Body Guard - Media Boat
Photo: Pierrick Contin

14:47 PM
Warcanoë
Warcanoë passed finish

14:41 PM
Body Guard - Media Boat
Photo: Pierrick Contin

REPLAY

Black Ice 34 m Pomodoro

123 m

Boat Name	SOG	VMG	Rem. dist.
Pomodoro Jack Moser	12 kts	8 kts	1,9 km
Black Ice Brian Smith	11 kts	8 kts	2,0 km

14:11:37 x10

LIVE

REPLAY

All regatta events can be replayed

LIVE VIDEO STREAM INTEGRATION

YouTube account needed

Adverts and race sponsorship - monetize your event

EVENT SPONSOR LOGO

Logo display on the top of the news feed.

WATERMARK LOGO

Logo displayed on the map like a watermark. Best use on water area, near marks. Suitable for global sponsors, brands. Not clickable.

POI

Clickable pin on a specific location. Suitable for local businesses.

NEWSFEED BANNER

Simple banner display, mixed with the newsfeed content. Clickable.

POP UP BANNER

Simple pop up banner comes up time to time. Clickable, can be image or video.



Stats

Skippers, sailors, regattas, trackings

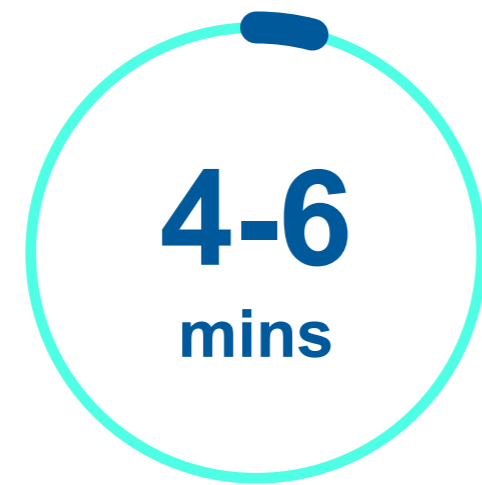


Audience

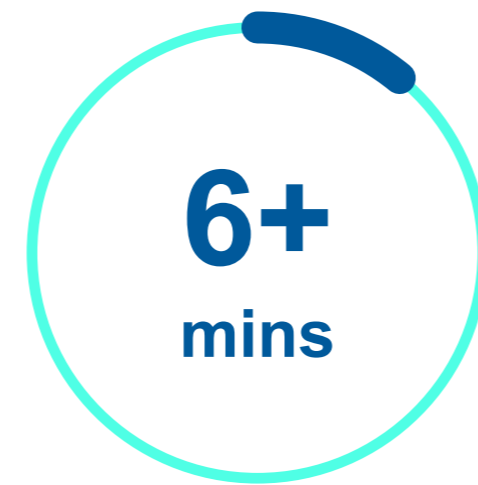


Exposure, reach and presence

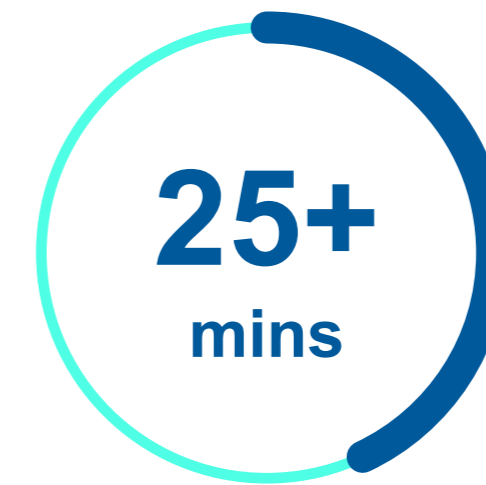
Average viewing time, on the web and LiveView apps
(per visit per person)



Tracking only



Photos and video



Full infotainment, video
inserts - broadcast

Some of the events, races and classes

68th Centomiglia

52nd Trofeo Riccardo Gorla

J Fest San Diego

Adventuress Cup 2020

Soling Zipfer Trophy

Shark 24 European

Soling Class International events

Tramontana Cup

Championship Audi Speed Challenge

ERSTE Kékszalag

Eastbourne Regatta

Volvo Hightech Regatta

Siad Trophy

67th Rund Um

BOM

Match Race Germany

Tornado Class

Internationale Bodenseewoche

Melges 40 class

66th Centomiglia

69th Centomiglia

Omega Cup

Melges 20 Class

Melges 32 class

M32 SailingSeries

J70 Battle Alpen Cup

Dragon Winter Series

Melges 24 Class

Why KWINDOO?



Regatta without information

- Boats are remote and small in the distance
- No information about the race
- No involvement factor

Regatta with KWINDOO Infotainments

- Interactive map view with optional video stream
- Up to the minute information about the race
- Involving immersive experience being part of the events



KWINDOO during Covid and beyond

- **Keep the distance: messaging is your tool to reach and stay in touch with participating boats**
- **Substitute for missing sports events for fans**
- **Brands can reach and target a niche audience**
- **Outside of the scope of on-line privacy hassle**
- **Works with and WITHOUT social media (FB)**


Advertising options


Adverts' specification Visibility on the web, KWINDOO LiveView apps: live and replay	Unit price (net) / race day
Event sponsor logo (included in Small and Large regatta) 320px wide logo	check price list Available 1 unit / event
Newsfeed repetitive banner 320x250px image	check price list Available multiple units / event
Watermark (optionally included in Large regatta) Logo	check price list Available multiple units / race (tip: consider sailing course area)
Point of interest (POI) (optionally included in Large regatta) 1:1 size logo	check price list Available multiple units / race (tip: consider sailing course area)
Pop up banner 1000x600px image or video	Check for availability Available multiple units, display can be set by frequency / race
Live video stream YouTube account with live stream capability needed	Check for availability

*KWINDOO is not providing video stream service on it's own.


When KWINDOO staff are present on a regatta sight we may decide to include video streams at our own discretion without charge.

Event exposure examples







Event statistics




Participating boats **12**




KWINDOO Impact factor **2.92**
watching time/number of boats Boat hours

 Mayholidays microsite on kwindoo.com


Pageviews	Unique pageviews	Average time on page
384	238	4 min 10 sec

 KWINDOO Live View app

iOS viewers	Android viewers	Average time (iOS)	Average time (Android)
100	121	4 min	2 min


 Total Total number of views **605**


Total viewing time on web	Total viewing time in apps	Grand total viewing time
25 h	10 h	35 h

 Outside the scope of tracking


Facebook posts about the event 5				
1. post reach	2. post reach	3. post reach	4. post reach	5. post reach
230	213	306	275	181
engagement	engagement	engagement	engagement	engagement
8	11	34	24	12

kwindoo.com







Event statistics




Tracked boats **5**




KWINDOO Impact factor **15.54**
watching time/number of boats Boat hours

 Oakcliff Double Handed Distance Race microsite on kwindoo.com


Pageviews	Unique pageviews	Average time on page
1638	773	5 min 16 sec

 KWINDOO Live View app (iOS+Android)

Viewers	Average time
361	2 min

 Total Total number of views **1134**

Total viewing time on web	Total viewing time in apps	Grand total viewing time
67,5 h	12 h	77,7 h

 Outside the scope of tracking

Social posts about the event 4			
1. FB post reach	2. FB post reach	3. FB post reach	1. Twitter tweet impression
179	267	334	29
engagement	engagement	engagement	
5	17	28	

kwindoo.com

www.kwindoo.com



Track sailing differently