

SPORTS

## Longines brings timekeeping precision to second-screen horse racing app

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*Longines' Horse Racing app applies its timekeeping tactics to a tablet. Image credit: Longines*

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By JEN KING

Swiss watchmaker Longines is reinforcing its dedication to equestrian sports through the launch of a mobile application that will dispense real-time data during equine events.

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The Longines Horse Racing app will allow users of Apple iPads to watch equestrian sporting events as they happen through 3D renderings of the action occurring on the racetrack. Second-screen apps help brands extend real-time events to a greater audience and can demonstrate its commitment to the sport in question as well as its emphasis on innovation.

"Apps enhance live sports viewing, especially when they are contextual - knowing which golf hole the person is on, for instance, and personal," said Jeff Hasen, mobile Strategist at [Possible Mobile](#), Seattle.

Mr. Hasen is not affiliated with Longines, but agreed to comment as an industry expert. [Longines](#) was reached for comment.

### Real-time racetrack

On Aug. 13, users of the Longines Horse Racing app were able to enjoy the Longines Grosser Preis von Berlin at the Hoppegarten Racecourse via the watchmaker's second-screen app.

Longines is the official partner, timekeeper and official watch of the Longines Grosser Preis von Berlin. This was the first equestrian event sponsored by the watchmaker to be synced to the app's content.

Horseracing enthusiasts can use Longines' app to view live streams, replays, rankings, distances and the speeds of each horse during the race. Also, the horses are presented in 3D, giving the effect that the iPad app user is on the racetrack.

To design the Longines Horse Racing app, the watchmaker looked to its Longines Positioning System technology used to keep accurate time during equestrian events where Longines is an official timekeeper.



*The Longines Horse Racing app uses the watchmaker's Longines Positioning System timekeeping technology. Image credit: Longines*

With more than a century of experience, Longines timekeeping tactics include the latest generation photo-finish systems, the game-changing Longines Positioning System, the Longines GNSS and, now, the innovative second-screen app.

The watchmaker's experience in equestrian timekeeping has been applied to the app to ensure users have access to accurate, real-time data.

As additional Longines-sponsored horse Racing events happen, equestrian enthusiasts will be able to interact with the watchmaker's app to experience each event in an immersive fashion.

The Longines Horse Racing app is exclusive to Apple iPads and can be downloaded for free from the [App Store](#).

Ready, set, go

Longines' commitment to equestrian sports dates back to 1878 when the watchmaker designed a chronograph engraved with a jockey and his horse. The chronograph allowed the wearer to time his surroundings down to the second.

Since then, Longines has been involved in the world of horse Racing around the world.

In May, for example, Longines renewed its partnership with equestrian event organizer EEM, continuing on as the title partner, official timekeeper and official watch of the Longines Masters.

Now entering its third season, the Longines Masters will once again travel to Paris and Hong Kong, with the final event of the international indoor show jumping competition relocating from Los Angeles to New York. Longines is heavily involved in the world of equestrian sports, making this series yet another opportunity to feature this aspect of its brand positioning ([see story](#)).



*Poster for Longines Masters' third season. Image credit: Longines*

Longines' commitment to precise and innovative timekeeping is not limited to horse racing.

The Swiss watchmaker recently innovated the timekeeping space with the launch of a new data system that will track alpine skiers' stats during championships.

Longines' Live Alpine Data system is a new form of technology that is a chip, which attaches to the skier's boot and uses radar and motion detection. The chip will share information regarding the athlete's speed, acceleration and deceleration to be shared with viewers on television ([see story](#)).

"Through everything from insider views to augmented reality experiences that enhance the moment, leagues and associations are taking into account that screens, including phones and wearables, are always with spectators and always on," Possible Mobile's Mr. Hasen said.

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