



PRESS RELEASE

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For immediate release

TCL RELEASE NEW IPHONE APP FOR KART RACERS

TCL, a company that develops software applications for the iPhone, has just released an exciting new app for kart racers and technicians called the Kart Racers Track Log.

Developed in partnership with an established racing team, the app allows users to record and track set-up data - such as engine, gearing and chassis settings - using the convenience and simplicity of a smartphone. It's designed not only to create a simple way of recording and organising data, but to allow the user to quickly and easily retrieve a range of optimum settings, such as by circuit or weather condition.

How does it work?

Users first create a profile of their kart within the app that defines the type of data they wish to record. MTL can be totally customised, so whether it's a two, four-stroke or gearbox kart, the user can record as much or as little data as they like.

Once at the track, users create a test record by assigning a date, circuit name and specifying the start of day settings and weather. As the day progresses setting changes are recorded under session headings where the user is also prompted to indicate whether the changes were better or worse. This part of the app has been designed specifically to avoid manually inputting lots of data.

As test records are created, the app will build a profile of the karts best settings that can then be viewed in summary form in the optimum settings section. These settings are displayed according to three criteria: circuit, last test and average.

With the first, users can view optimum settings by circuit and weather condition. The second option allows users to see the optimum settings from the last dry, intermediate or wet weather test. Finally, the last option shows a calculation of numeric setting averages according to the assigned weather condition.

Purchase information:

The app is currently available in the iTunes store priced at £5.99. Visit www.tclapps.com for further information.

ENDS

Notes to editors:

The following documents and images are available:

Press release - word document

iPhone with splash screen image: jpeg format 576x960

iPhone with About KRTL image: jpeg format 576x960

KRTL logo black background: jpeg format 512x512

KRTL logo white background: jpeg format 512x512

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