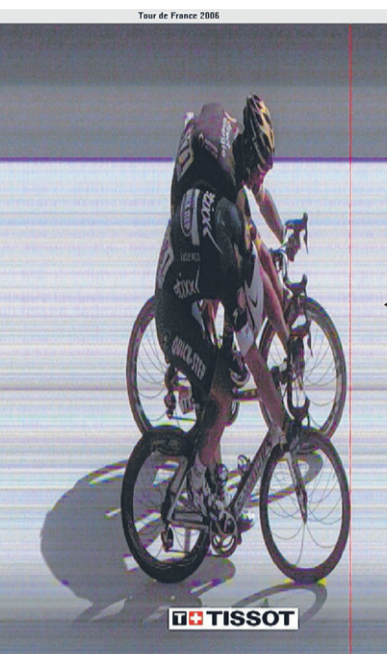


Cycling's biggest race

Every year in July, 198 riders from 22 teams compete in the Tour de France. The Tour marshals over 4,500 people, including race officials, teams, the media, medical services and a publicity caravan. This year, Swiss watchmaker Tissot is back as the race's official timekeeper after 24 years. It plays an important role – especially during nail-biting finishes that are too close to call.

PHOTO FINISH



High-speed cameras

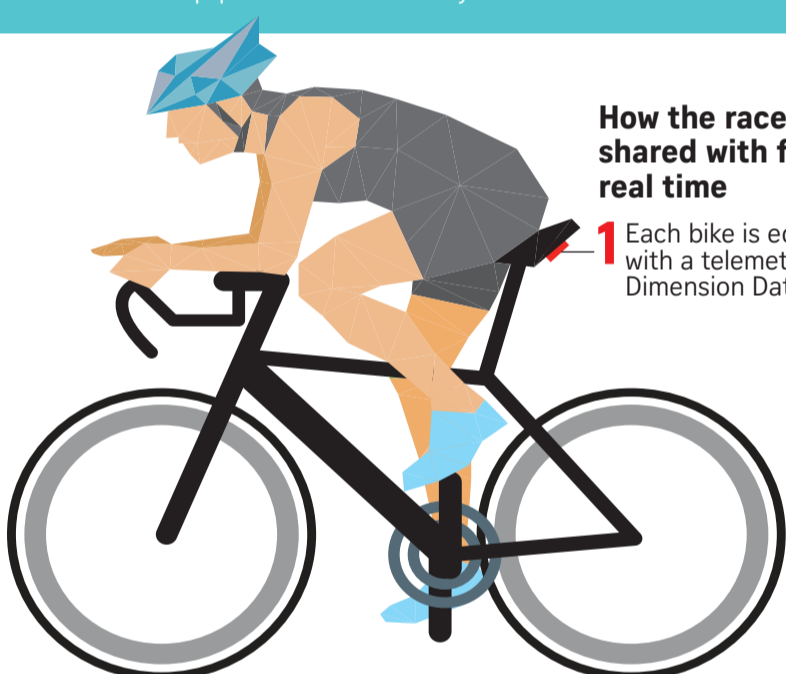
Captures 20,000 images per second



High-speed cameras from Swiss Timing – the timekeeping arm of the Swatch group of which Tissot is a part of – allow race officials to dissect the finish, such as during the fourth stage of the Tour, when Etixx Quick Step rider Marcel Kittel pipped Direct Energie rider Bryan Coquard to the line.

Facts about timekeeping

- Timekeeping operations begin at 8.30am each day, hours before the day's stage begins. It takes about three hours to conduct tests on all the equipment.
- The start of the race is particularly challenging as there are various sprints, passes and different ranking information that needs to be provided immediately.
- The finish is also intense as timekeepers have to work with race officials to process and broadcast the data.



How the race data is also shared with fans in real time

1 Each bike is equipped with a telemetry tracker from Dimension Data



2 The trackers communicate with each other and team vehicles to create a network.



3 The data is streamed from race vehicles to aircraft.



4 The data is relayed to the big data truck, where it is analysed.



5 It is uploaded to a data cloud and beamed to fans on their computers or mobile phones.

THE TOUR BY THE NUMBERS:



198 riders
(22 teams of nine)



3,535km
through 21 stages



500 people
of the TV production teams split into five video motorcycles, two sound motorcycles, two video helicopters, one high-frequency relay helicopter, two high-frequency relay airplanes.



2,408m

The altitude of Port d'Envalira in the Pyrenees mountains, highest point of the Tour de France.



120 trucks

in the Tour's 5,000m² technical area at the finish line.



198 trackers

mounted on bicycles – these relay real-time information on the rider's speed and location.