

Friday, 8 January 2010

LIVE TOUR UPDATES ON IPHONES

Cycling fans with iPhones will be able to get minute-by-minute race updates on their phone, with a new free 'app' for the Santos Tour Down Under going live overnight.

And mobile web pages are being developed so Blackberry users can also access the live news feeds. This feature will be ready in time for the start of the race.

Tourism Minister Jane Lomax-Smith says the initiatives are part of the new media being embraced by the Santos Tour Down Under.

"We now have more ways than ever before to be part of the Santos Tour Down Under action," Dr Lomax-Smith says.

"These new technologies are also ensuring that the race reaches more people.

"People can listen to the race live on a digital radio and we have dedicated Twitter and Facebook pages, along with our new iPhone app and mobile web pages.

"SBS is broadcasting three live stages of the event – the Cancer Council Helpline Classic on 17 January and the final two stages on Saturday 23 and Sunday 24 January.

"As well, people can log on to www.tourdownunder.com.au to access the minute-by-minute race updates and a host of other race information."

Dr Lomax-Smith reminds fans wishing to listen to the race via radio that they will need to own a digital radio and tune in to ABC Digital.

The iPhone 'app' (a downloadable application) will feature:

- Information about the race and South Australia
- Live news and race updates
- Live minute-by-minute race updates during race week
- Dynamic stage maps that show the peloton's race location during race week
- Renowned cycling photographer Graham Watson image gallery, which will be updated after each stage of the race

To download, visit <http://itunes.apple.com/au/app/santos-tour-down-under/id346146925>