

Creative Technology Wins Gold at the SportBusiness Sports Event Management Awards

Event
The Race to Dubai

Location
Various international locations

Date
Throughout 2009

Products
IPTV network
LED screen
Multiple HD televisions

At a glittering black tie awards ceremony held at Lords Cricket Ground, London on November 10th, Creative Technology collected their second Gold SportBusiness Sports Event Management Award in as many years, this time for Event Services.

This year the award was given for CT's Tournament Television System and its operation on the PGA European Tour, also known as The Race To Dubai. CT previously won Gold last year for their involvement in the Beijing Olympics Opening Ceremony and whilst the two Gold Awards are for totally different genres of event, CT are delighted to be able to demonstrate, and have recognised, the diversity in their technical and creative capability.

The Event Services Gold Award was received by CT's Paul Sanders, Business Development Manager and Steve Purkess, Project Manager. Dave Crump, CT's Managing Director commented: "To win two years running is a great achievement and testament to the efforts put in across all areas of our business throughout the year. A special thanks must go to the team who developed the systems, those who went out and operated it throughout the year and of course our customer European Tour Productions for giving us the opportunity."

The Race to Dubai, a US\$10 million season-long competition which replaced The European Tour Order of Merit for 2009, offers the world's leading players the chance to not only enhance their earning potential, but to have their actions followed in close detail through cutting-edge on-course closed circuit tournament coverage.

Every event leading up to the season-ending Dubai World Championship at Jumeirah Golf Estates in Dubai has received enhanced coverage through the innovative visuals provided by Creative Technology utilising state of the art HD and IPTV delivery.

The SportBusiness Sports Event Management Awards, now in their third year, recognise the innovation and skill of the people and organisations that make sports events happen. Such is the growth in popularity and scope of the Awards since their inception, that over 150 entries were received and over 200 guests attended the Ceremony.

Contact details:

Dave Crump
 Creative Technology London
dcrump@ctlondon.com
 +44 (0)1293 582000

Media enquiries
marketing@ctlondon.com

Creative Technology Ltd
 Unit E2
 Sussex Manor Business Park
 Gatwick Road
 Crawley
 West Sussex
 RH10 9NH

Tel: +44 (0)1293 582000
 Fax: +44 (0)1293 582010
info@ctlondon.com
www.ctlondon.com

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