

merging  
cycling  
and

The Tour DuPont set a course to become the technological leader among international stage races. Consequently the world can now watch the race.



Through the latest TV Technology the Tour is broadcast to 137 countries around the world

# technology

story by Bob Yehling.

The Tour DuPont's other emerging technological legacy enables race results to be transmitted around the world almost instantaneously, every day, regardless of how close cyclists are at the finish. According to Birrell, introduction of the digitized photo finish camera has revolutionized the Tour's ability to inform the world. "We have three cameras on the finish line. They can provide the media with instantaneous unofficial results. The camera can also interface with the big screen, ESPN and CBS, providing a flow from the finish line.

"The thing that really moved us up was the digitized photo finish camera. We brought a lot

of respect to the tour from people in the bike racing industry, especially in the States. We're certainly the leader in technology when it comes to this."

The tour DuPont's next tangent may come from broadcast radio. In 1994, the tour unveiled a point-to-point radio program that broadcast the various stages live in a most logistically challenging way: by linking radio stations from different markets. When the Tour passed beyond the normal frequency boundaries of one market's official radio station, the station in the next market picked it up.

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