

New Technologies The Future of Racing All Rights Reserved. ©

The Man Who Changed Gambling 1958 – 2018 ©

www.28point8.com



James Conway Global Fitness % Spreadsheets
Live from Mounting Yards Worldwide
Know every horse's Fitness Level
for that Real-time Form Advantage
Open now click here - live.28point8.com



James Conway is the CEO founder of www.28point8.com; the only horse fitness % assessor in the world and welcome to his report on The Future of Racing and How to Win©

The visions and dedication James held for 5 decades, where he was determined to find an easier way to win on horses.

James asked himself in 1987 *“There has to be an easier way to back a winner instead of endless hours of form study, speed maps, track reports, expert opinions, video replays and find the missing key to help new punters.*

James proved that how fit a horse was 5 minutes before a race is 70% of the form missing for punters.

Race clubs need innovation and technology to go forward, we have that. WANTED 200 clubs to make AU\$1billion each, per year.

James set about solving this enormous challenge of creating a fitness % formula by researching live on course and off monitors; millions of horses, trotters and greyhounds for over 31 years.

James's live 28.8 fitness % ratings (1% = 1 length edge) have proven month after month with world record tipping results this is the right edge for punters.

James has a captive audience with no opposition and punters keep on winning on fitter horses.

How to Win: Back fitter horses from our fitness % software 5 minutes before each race. It is not about 1 horse, it is betting in commodities to return a profit.

28.8 fitness edges of 70% are higher than Sir Donald Bradman's batting dominance.

26 weeks of record breaking live results, see the last week of results at Race Week: <https://live.28point8.com>

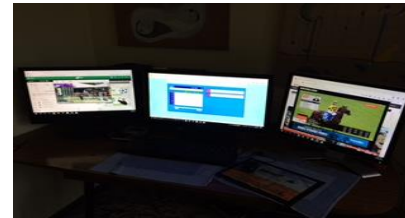
Results as of 11-1-2018

- Over \$1.1m in exotics tipped (Weekly average \$42k)
- Last 66 hours live punters have won \$AU1, 900 per hour, every hour.
- Fittest horses win strike rate 87%
- ROI 7,000%,
- Strike rate laying unfit horses: 99.44 % (357/355)
- Record 247 win lay bets in a row, still undefeated.
- Place lay strike rate on unfit horses 97% (357/346) Best 159 winners in a row.
- Lay profits: 73,000 %,
- Tipping more winners from any track in the world.
- No form study, just pre-race fitness % ratings from the yards.

James has a thorough understanding of the science of horse fitness and it takes him only 1 second to rate a horse from over 20,000 combinations he knows.

James works off 3-4 monitors in his office, 3-4 days per week, generally on races in Melbourne and Sydney rating every horse from the mounting yard in a percentage and his edge is free, live to members on <https://live.28point8.com/>

Form punters put in 30 hours study but James starts 5 minutes before the first and he still tips more winners.



History of “The Man Who Changed Gambling”

1951:

James was born in country Victoria and by the age of 7 he was helping Dad train his greyhounds. James later as a trainer won many races. This was his first introduction to race fitness.

1987: Research start. **How fit is a horse?**

James walked down to the mounting yard at Sandown to view the horse’s parading for the first time. To his astonishment he quickly had no trouble rating the horses in a colour of fitness and concluded that the red one will beat the blue horse and it did! It all looked so easy to James.

That Saturday James highlighted 600 times the words fit, fitter today, fit to win, should be fitter etc, in form guides yet there was no quantitative figure on fitness or anyone who knew how fit a horse was.

James thought, *“What if you could put a percentage of fitness on a horse”* This was the start of his pioneering journey into horse fitness percentage ratings that took 31 more years after 29 years in the dogs. I started rating horses as Fit, Good, Fair, Ok, Unfit, but then added Fit +, good - and continued on this for about a year, but it just got too complicated. It was not the answers I was looking for.

1988: Research Year 1. Under the Science of Horse Fitness

James knew he had to find an edge that nobody had discovered in 400 years and it had to be in a percentage out of 100% with each percent in fitness representing a margin that a horse has an edge over another horse, but there were no books to read.

1996: Research Year 9. Why a horse wins

James was unhappy and threw all his notes in the bin after 9 years. The fitness margins had to be only 1% in value and to represent per 1 length because many horses cross the line finish in groups less than 5 lengths', it is a very fine line but a real edge if you could crack it.

James research recognized that there were four components why a horse wins and they had to equally increase for peak at 100% super fit. Think of it as how they record music and move the base and the treble and others up in the same line to get the right balance.

1. Fitness Levels:

This is achieved by the everyday training of a horse.

2. Strength Factors:

A horse has to have sufficient strength factors to finish off a race and win.

3. Hypertrophic Levels:

This is muscle on muscle fitness levels and allows horses to maintain higher speeds longer to win.

4. Nutritional Values:

What's inside a horse and how it parades are important.

James recognized a mountain of problems he had to work on:

- Horses sweating up.
- How do you rate horses with winter woolly coats?
- The 40 shades of different colours Black, Grey, Brown and Chestnut.
- 2yo's fitness compared to 7 year old fitness to win...
- Fitness ratings for first up horses, 2nd up and then for more runs into its preparation.
- Why "fat" horses won?
- Why a horse 1st up on 100% fit ran near last?
- Trainers confusing me!

2004: Research Year 17. The Journalist

James' fitness research spread around the race tracks and he was asked if he would like his own full page fitness editorials in Australia's No 1 racing paper, The Sportsman. He black booked many winners in the fitness zone for readers.

2010: Research Year 23. My ratings were wrong.

11 years on James was still was not happy with his fitness ratings and he had not allowed enough importance of a horses power and strength factors. James made major adjustments and finally thinks he has got on top of it.

2015: Research Year 28. Cutting edge software development

James spent 2 more years in developing free native iCloud software to show punters what horses are fittest. In the meantime James went live on @fithorses on twitter and was getting over 1 million impressions per month as punters were winning on his tips from the yard.

2018: Research Year 31. New Technology is the Future of Racing

Innovation and technology is the future of racing the rest of ideas have not worked and going stale.

Wanted 200 clubs to make AU \$1billion each, per year.

With 28.8's fitness % ratings, first time punters can win more often and is the best punting business idea in 200 years to encourage new punters into horse racing and old punters back on-course.

James thinks there are 4 main problems racing has and millions of dollars of stale marketing have not worked.

1. How to increase turnover?
2. How to introduce new punters?
3. How to boost falling attendances at race tracks?
4. How to punt easier with more winners

James has solved this plus saves clubs millions of dollars and makes a club a billion dollars.

Why has poker machines lasted so long yet you lose most times?

Because of its simplicity and small pay outs are appealing for 10's of millions of players.

Why is racing struggling? Because it is too complicated for new punters to understand the form study and for months, can lose. Sports betting are so much easier. James says he will change this.

28.8 technologies say now beginners can have a bet and win with no knowledge of racing and no form study and start collecting. Problem solved to introduce new punters to racing.

Punters, race club, pubs and clubs, casinos, bookmakers, exchanges should use an internet monitor and open to <https://live.28point8.com> live pre-race 28.8 fitness % tips and punters will win without any form study because we have a 70% new edge.

How 28.8 can help racing?

There are over 3,000 global tracks. **Triple888Racing** needs 200 clubs for extra meetings to run for our racing into worldwide tote and Exchange. Each Club can expect up to \$AU billion per year in gross returns.

- We will financially secure clubs and racing.
- We will increase betting turnover because winning is easier and punters have more money in their pockets.
- We will bring punters back to the race tracks.
- We will get new punters into racing.
- Clubs, Pubs or Casinos may share in \$millions of 28.8's Ad revenue because we monetized our iCloud software.

Broadcasting, Wagering, Corporate Bookmakers and Exchanges

28.8 and **Triple888Racing** will substantially increase racing turnover, profits, share price and cliental to higher new levels.

Some corporate bookmakers will get out of horse racing because they cannot ban 90% of their members whom are winning on our fitter horses. James believes Betfair are holding a royal flush!

Solving issues facing Pubs and Clubs: It's as easy as 1-2

Pubs and clubs are cutting back tab's betting services because they are not making any money. Punters are forced to bet at home alone, but in reality many want to get back into the crowded atmospheres, win and catch up with mates.

How to get punters back into your pubs?

Step 1

Mount an internet connected monitor in your bar and open our link <https://live.28point8.com/t/latest> for our live 28.8 Fitness Percentages Ratings; that have learning betting tips How to Win 1 hour before the 1st race. Your locals will return for a drink and enjoy a winning day just like the good old days.

Step 2

Start a **Triple888Punters Club** one punter may be in the chair for months because they are winning with fitness. Members will stay longer betting up also and your bar will rock n roll. Make sure you have a few more power points for lap tops as wagering has changed.

28.8 Help trainers:

There is a serious lack of information worldwide for trainers to peak a horse in fitness, so they dope their horses.

James IT team is creating new native iCloud software to help trainers win more races with less work and less stress. 100% fitness is a must have science to win Group 1 races. If you don't show trainers how to train they will dope up their horses.

Fitness levels of doped horses.

For global punters drugged up horses pose no problems to our ratings. The horses are so pumped up, they are jumping out of their skin in the mounting yard, and nothing gets past 28.8!

What do 28.8 have?

Do you want to video advertise to a bigger audience in racing please contact us. A new, marketing platform for breeders, trainers, syndicators, race clubs, bookies and more.

James offers pre-race different How to Bet strategies as every race because of the fitness levels of each runner. and centres around the overall fitness or the dominance of maybe 1-2 horses plus our **28.8 \$5 Lucky Quick Pick** numbers and is a huge success returning tens of thousands of dollars in winnings to beginners, pensioners and seasoned punters. See great results on our 'Race week' link.

View
Kempsey 1450m R5

28.8 \$5 Quick Pick Quick ratings better to be safe and value bet here punters
1-4-9-12-5

WIN

PL

QI

EXOTIC

FAV RISK

100 %						
99 %						
98 %	98.50	1	4	5	9	6
97 %	2	12				
96 %						
95 %	lay					

28.8 Post Race
Posted: 7 days ago

WIN

Wow 12 wins and pays nearly \$40 12-1-4-9 that is 1-2-3-4 for quick pick punters. \$10,500 massive selecting on fitness.

LAST UP

NEXT UP

2020: 4th Decade of fitness research.

James says our next cutting edge software mission is developing technology to scan horses in fitness to use on millions of mobiles and network field cameras has already commenced.

Would punters be able to hold their mobiles at horses towards a TV screen, pause a horse, click and send to 28.8 scanning software © and it will tell you how fit every runner is in seconds **from your lounge chair?** Maybe?

Or they can go on track. Suitable for equestrian fitness to win gold medals.

World Wide broadcastings networks will install 28.8 scanning technology into their parade yard cameras and before the horses have gone onto the track, every punter in the world will know how fit all runners are.

The Future of Racing: Triple888Racing ©

James sees innovation and technology the savours for the future of racing. Now clubs can scan horses in fitness 20 minutes before every race with our new technology.

200 selected clubs, exchanges, bookmakers or investors from around the world will partner a World Betting Tote and Exchange or affiliate. © Reserved tracks will be on standby if meetings are abandoned.

Their head office will be anywhere in the world.

What will happen?

- Global racing will be richer.
- Triple888Racing will be a huge success to 100's of millions of punters with races 24/7.
- \$AU30 million dollar races will be common.
- Races of \$AU100 million in prize money for The Everest, 2000 Guineas or Melbourne Cup.
- Betting turnover of over \$AU50million plus per race.
- \$Billions of commissions paid out to the 200 Clubs from their 20% take out per race.
- Future super champs like Frankel and Winx will win \$AU1billion in career prize money.
- A global boost to breeding and yearling prices
- A \$billion from TV rights and Ad revenues from connections.
- Increases clubs share prices.
- Create thousands of more jobs.
- Millions of new punters because they can win easier on a level playing field with fitness % ratings.
- 2 new cable Horse Fitness Networks: 1 with 24/7 fitness racing and the other with new fitness reality programs and documentaries©

Our horse fitness % ratings will be available free to 100 million punters who will be betting on only 2-6 real chances every race. When the software gets it wrong, is ready, you could be an instant millionaire.

Theatres:

Many big time sports events are now shown in picture theatres around the world, why not big screen with **Triple 888Racing**, an in between races “We will, We will, Rock You!”

The China Factor:

James say convince the Chinese government to take part and our single race pools could grow to over \$AU100M, in-fact China is large enough to operate **Triple888Racing** on their own, so would USA, Europe, United Kingdom, India, Asia and Australasia. Then some-one would own the world's biggest and most profitable franchise.

Poker Machine Punters:

James says poker machines have been around since 1894 and still going from strength from strength. There are about 600,000 poker machines in the world.

What we can do:

On every poker machine install a **Triple888Racing** broadcast above their spinning wheels, players bet with what is in their machine, tap a button and their spinning screen changes into our world tote. They place their bets and tap back to play the pokies. Instantly we have 30 million new players now betting on horse racing with a bigger chance of winning. You would have lucky bonus payouts.

Punters can win on **Triple888Racing** and then play longer on the pokies. Every machine will be taken; it is like having another 600,000 betting shops. This is so easily done and a big winner!

Racing has to go where the fish are biting! Casinos

Casinos chase high rollers that bet millions of dollars per hour, racing go after a very few pro punters with excessively rebates at the expense of the little punter.

Racing should get out there and take your racing products to the 7,800 Casinos around the world with your bookmaker bags and exchange software, shake hands and introduce yourselves.

High rollers at casinos can go into **Triple888 Betting Lounges**, where horse racing is broadcast 24/7 by the 200 race clubs; they will bet up in mega millions because they can win more often our fitter horse form PLUS are on a level playing field with other world punters.

If 7,800 casinos high rollers bet only \$AU6, 000 a race per venue, that is \$AU47 million in the pool every race; 20% commission take out is \$AU9.4m every race or \$AU245 billion per year in commissions PLUS we add the betting from the 10 million global punters and new 600,000 Poker machine Punters! All doable.

James thinks 200 clubs should receive \$AU1 billion+ per year in gross revenues for holding a meeting every 3 weeks.

FORMAT: There is no pre-race replays, speed maps, commentary, Parade yard coverage (as already done for punters with scanning) no post-race interviews, etc just **Triple888racing** scanned fitness % ratings and the race.

Races every 15 minutes: 35k races a year, nonstop action. (Like Trackside) Simple!

Racing sequence:

- New Zealand
- Australia
- Asia
- South Africa
- UK
- Europe
- USA

Earn today: Nearly all Casinos have massive horse betting rooms for hundreds of millions of tourist and they show horse racing 24/7.

Casinos now can tap in with 28.8 fit horses form with a monitor and watch punters leave the pokies to go and win on the horses! Casinos and betting outlets will rub their hands together for their new betting concept.

James is also developing native software to **scan quarter horse racing**; which is huge market in the USA

Was Kerry Packer on the right track in the 70's when he wanted racing without the public?

The best of best elite trainers do not need the stress of having 200 – 300 horses in work, train less horses and get paid 100 fold more. Worlds' best jockeys will be in big demand and will satellite ride.

Triple888Racing: Funding

James says that 80% of the wagering and broadcasting technology is already up and running, they just need updating. The 200 clubs do not need to cancel any meetings, this is EXTRA race days, but they will have to pay a technology and establishment levy.

Another 20 or 1 Investor/s from Google, Amazon, Facebook, Twitter, Fairfax, Sky, Tabcorp, Betfair, Crown, SCMP, TVG, Foxtel and so forth, would take the start-up funding to over AU\$1billion and get more involved with racing. Or extra funding can come from the stock market.

Mr Peter V'Landy of NSW Racing is the smartest CEO in the world by 10 lengths, James suggest you make him the boss? He believes that innovation and technology is the future of racing, so do 28.8.

James believes that race clubs need to broadcast their own races for higher revenues and 100% control of their product

James owns All Rights Reserved and copyright to his IT property ideas, inventions, software's, products and services, plus many new fitness reality documentaries and new entertainment programs he has invented.

It looks like James is going to spend nearly a century, if he last that long trying to help punters and racing, but then again he would not have it any other way.

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I have no fear. Contact jconway@28point8.com All Rights Reserved.

Coming Soon: www.triple888racing.com & www.28point8scanfit.com