



TRAILBURNING GETS READY TO INSPIRE TRAIL RUNNERS

Trailburning launches beta.trailburning.com site and Trail Cards to inspire trail runners and hikers

TRAILBURNING.com is redefining the discovery of trails to run and hike. The team behind Trailburning are creating a digital experience to publish great trail content and provide an engaging way to view and explore trails from around the world.

Trailburning's product offer has been developed to connect audiences with relevant trail content, which simply isn't available in current trail websites. The Trailburning beta site release – beta.trailburning.com – is a sneak preview of what is launching in 2014.

The main audience for Trailburning includes both trail runners and hikers, however anyone who enjoys an active lifestyle can benefit from using Trailburning.com. Whether they be mountain bikers, skiers or walkers they can discover and share trails on the Trailburning website. The team is also developing close relationships with organisers of trail running events, such as the Matterhorn Ultraks in Zermatt, Switzerland, who present their event and trails on Trailburning.com.

The Trailburning team of founder Mr. Matt Allbeury and co-founder Mr. Justin Wilden are innovating the way people discover, explore and interact with geolocation based data and media.

Matt Allbeury is the CEO and technologist driving the vision for Trailburning. He likes to run trails all over the world but was constantly frustrated by the difficulty in researching and visualising trails. This frustration led to a conversation with long term colleague Justin Wilden, and together they agreed it should become the basis for 'Trailburning' – a

way to discover and present trails augmented with photos and notes tied to the trail map, and a user experience closer to the concept of hitting a 'play' button.

Allbeury said, "While there are many websites dedicated to trails, they are either map-centric or lack the qualitative detail a runner or hiker would like to see before they get to a trail. We see Trailburning as offering its audience a more compelling trail story."

As the company's resident strategist, Justin Wilden is creating novel ways to engage users and monetise content marketing.

Wilden says, "Trailburning is augmenting geolocation with media, and we are investigating how location-based data can become an impressive source of content. We have lots of ideas to build into the Trailburning experience that will change the way marketers use geolocation to reach niche audiences."

The Trailburning team is very aware that location-based apps are a hot topic for active people who want to participate in the 'quantified self' movement. There is also a growing list of websites focussed on using location as a tool to capture your run and then upload to compete against others.

But Allbeury believes, "Trailburning is using location data to facilitate better ways to record and present trail experiences that will inspire the Trailburning community to get out and explore new trails. As a kick start we are launching Trail Cards. Each Trail Card presents a unique trail such as a run through a Berlin park, a race in the Swiss Alps or a trek up Kilimanjaro."

While Trail Cards are still in beta, the design approach is ready to pilot. Trail Cards have been designed to spark discovery and make it easy to share personalised trails with the Trailburning community.

Wilden says, "The idea is to make every trail into a Trail Card, and it's a better way of packaging beautiful photography with a trail map to create a seamless user experience. The Trailburning website will make it easy for people to interact with trail content via editorialised lists of Trail Cards."

Content is only one facet of the Trailburning experience; the team is currently developing the media technology platform to further push the presentation of location data in completely new ways.

Allbeury says, "We think there is a lot of room to play in giving people access to simple ways to create personalised stories, where maps are critical to the narrative and the journey – this is Trailburning's opportunity."

View beta.trailburning.com for a sneak preview of Trail Cards.

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Images for editorial available: beta.trailburning.com/presskit

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