

## Thought leadership – From Pole to Podium



We strongly believe that a formula one race is a true testimony of engineering excellence and are pleased to be a part of this scintillating game of speed, technology and human endurance - providing **thought leadership from pole to podium**.

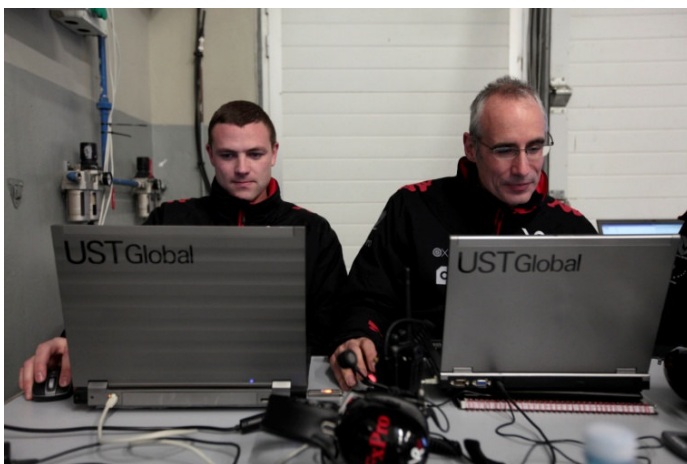
With fanfare in 188 countries and 597 million unique viewers, Formula One has a truly global audience.

**Virgin Racing has selected UST Global** as it's IT services partner to support its F1 team for 2010 Formula one season.

While Virgin's brand is all about customer service, innovation, challenging conventional thinking, and of course having fun, UST Global stands for customer intimacy, ease of doing business, going that extra mile, innovation, and having fun.



In a world of Formula One, where split-second decisions need to be made at a moment's notice, it's vital the team has a clear overview of the race as it unfolds. Virgin Racing will rely on UST Global to provide some of their core technology race platforms including a real time Race Management System, the integration of their car and their F1 Car Simulator and an Auto Parts Life Management Database, in addition to other technology platforms like a partner extranet.



The first major project is already underway and we expect to launch the bespoke race management tool that will provide Virgin's engineers with the 360 degree race perspective they need at Silverstone. This software collation programme will integrate a number of data streams from the various applications, the GPS positioning of the Virgin Racing cars relative to their competition, and visual feeds enabling Virgin engineers to optimize the race strategy.

And Yes! - This is not Magic. It's only the power of human Imagination – made possible by a rare

confluence of vision, passion and an execution capability of two of the world's greatest brands.