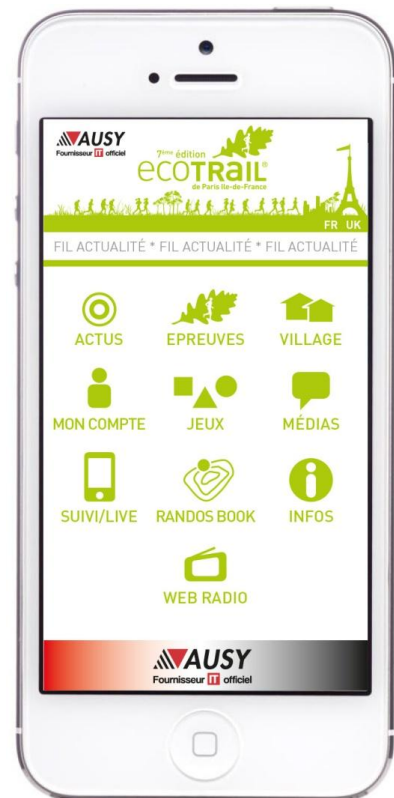


AUSY, official IT supplier of the Eco-Trail de Paris Ile-de-France®

Since the inauguration of the Eco-Trail de Paris Ile-de-France® in 2007, the AUSY Group has been accompanying the growing success of this nature trail as its official IT supplier. For the 2013 edition, AUSY had already developed a free application for iOS and Android to meet the Eco-trail Organisation's mobility requirements. This year, AUSY has launched a new version of the application that is even more intuitive and user-friendly. This application is essential for both runners and supporters. Furthermore, AUSY will be exhibiting at the *Destinations Nature* show at the *Porte de Versailles* to promote its expertise in mobility and touch-screen technology.

Exciting and easy-to-use, the Eco-trail de Paris® application is the perfect tool for keeping up-to-date, following and experiencing the races in real time, thanks to its various functions:

- Access to recent news updates and information about the trails via social media;
- A section dedicated to the Village, its exhibitors and planned activities;
- Web-radio broadcasts dedicated to the event;
- Various competitions that you can enter to win prizes offered by the partners of Eco-Trail;
- A link to the Nexstep's "geotracking" system which allows you to find out at any point, where a runner, equipped with a tracker, is on their route. You just have to fill in the number of the runner you wish to follow; the application will memorise this number and track the runner in real time;
- A new GSM tracking system exclusively for the Twin Santé trail;
- Access to randobooks which display the route and various points of interest along the way;
- After the end of the trail, access to the runner statistics supplied by LiveTrail: speed over certain sections, distance covered...
- Finally, the application allows the runners to collect their official and personalised participation certificate at the end of the trail.



The Eco-trail is the only French trail to be equipped with this exclusive mobile device provided by AUSY. The Group has developed a hybrid application for both iOS and Android which can be customised and adapted for other courses in line with **AUSY's three-year partnership with the Ecotrail Organisation**, so that eventually, the administrators will be able to use it with almost total independence.

The result of AUSY's development is **practical and ergonomic with an attractive design**. This application demonstrates the Group's mobility expertise in creating and developing "Time to Market" applications connected to 2.0 companies and organisations' continuous information feeds: geolocalisation, RSS feeds, social networks... based on technologies innate to both mobile web and hybrid developments.

Application available for download now on Google Play and Appstore...



The *Salon Destinations Nature* show, which is dedicated to players involved in the trail and is expected to attract around 70,000 visitors, represents a unique opportunity to present our solution Geoviz.

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About AUSY

Since 2006, the AUSY Group has been outperforming its sector thanks to its business model based on innovation and complimentary services between its 2 core activities: Information Systems and complex Industrial Systems. At the end of 2013, AUSY had almost 4,000 employees and reached a turnover of €324 million.

This year, AUSY continues to display a strong growth objective with a predicted recruitment of 1,200 employees on permanent contracts.

With clients such as Thales, EADS, FT Orange, BNP Paribas, ST Ericsson and Alcatel-Lucent, AUSY covers all sectors and guarantees strong value-added assignments for its engineers. AUSY is a renowned specialist in 5 essential technological business lines:

- Industrial Computing & Systems Engineering,
- Information & digital contents Technologies,
- Telecommunications & Infrastructures Engineering,
- Mechanical Engineering & Industrial Processes,
- Energy & Environment Engineering.

The Group offers a comprehensive service package which combines consultancy and expertise, from the production of applications and systems up until the outsourcing of activity on- and off-site.

Named an 'Innovative Company' by OSEO Innovation and nominated for the 2012 'Prix de l'Audace Créatrice', AUSY brings support to innovative and humanitarian projects taken on by student engineers: the sponsorship of

the 4L Trophy teams and of the 100% self-navigating sailboat project taken on by ESEO student Thibault Goufier are just 2 examples.

*The Group is being represented at the Eco-trail by employees taking part with the **AUSY Running Team** for several races.*

More information on www.ausy.com

and www.ausy-live.com

About the Eco-Trail de Paris Ile-de-France®

L'Eco-Trail de Paris Île-de-France® is back on 29th and 30th March 2014 with a whole new look. This year, the weekend will be organised into 2 very distinct days: one for the competitions and one for the leisure and discovery trails.

After 6 years, the Eco-Trail de Paris IDF® has become a key reference point among nature events in France and represents the first nature trail in an urban setting. Each year, the trail brings together more and more participants with increasing numbers making the trip from abroad and has adapted over the years to offer trails for everyone. Whether long distance courses, first time trails or simply some training for the beginning of the season, the different distances offered by the Eco-Trail de Paris IDF® give participants the chance to discover the idea of the Trail, Nordic Walking or hiking in an urban setting and with a friendly atmosphere.

Further information on www.traildeparis.com