

30th October 2006: Golden Cross Equestrian Centre and StableView – Taking a new point of view!

Golden Cross Equestrian Centre is operated by Ian Bareham. His centre is one of the busiest competition centres in the south of England, running both affiliated and unaffiliated show jumping and dressage. This year Ian embarked upon a new venture with an up and coming company called StableView.tv. He is offering his clients the peace of mind that this new company's system will offer.

Ian's competition arena and stables are now fitted with webcams, providing on demand access of camera feeds to resident, visiting and competition horses. Owners who choose the StableView option are issued with a username and password which allows them to see their horses on the internet, from anywhere in the world. Ian chose StableView as a result of numerous changes he had been making to the Golden Cross website and his new facility of entering competitions online. Since the onset, Ian was convinced that this new system would further his business into the 21st century. His belief that horse owners would profit from peace of mind whilst away from the yard or on holiday, and be reassured by his ability to keep an eye on proceedings after hours, or whilst away from the office, has been confirmed by customers who have been using the system for the past few months. Bill and Jenny Cook provided an interview to illustrate their experiences.



Mr and Mrs Cook have been using StableView to look at their horse both within the stable and the Golden Cross arena, for many weeks. They were issued with a unique username and password which allows them to enter the customer area of the website and access the webcams on demand. Jenny is disabled and rarely able to get into their horse's stable as the path is rugged underfoot and often wet, making access difficult. She especially likes the ability StableView has given her to watch her horse from the comfort of her home. "Only the other afternoon our horse was competing in his dressage test in the arena – we were unable to make it to Golden Cross, and so were able to log on to the arena camera and watch – in full screen too".



When asked whether they had ever experienced problems viewing their horse, logging on and getting a clear image, Bill and Jenny said never – the system is always reliable for them and the image very clear. The extra security cover now provided for their horse through the live webcam streaming is also of great benefit to them as horse owners. "Everybody is security minded these days and we like knowing that the stables are now closely watched and monitored".

Jenny and Bill would encourage other members of Golden Cross Equestrian Centre to use the indoor arena camera like them, as this is of great convenience for owners of competing horses when the trials and competitions occur at a time when they are unable to attend, due to work commitments, personal inconveniences or even poor travelling conditions. When asked whether in the future they happened to be forced into changing stables, Bill and Jenny would now actively look for an Equestrian Centre which had a StableView system, they said this would definitely be a feature they would like, and even expect to be offered. "It is not an expensive added extra for customers", yet it provides peace of mind, convenience and not to mention the novelty value!

StableView.tv

StableView.tv is more than just a webcam system however –this product is also a full equestrian management system. It offers online competition viewing and booking systems with or without the webcam options. Email alerts can be created and financial reports showing such statistics as monthly turnover, direction of business, etc. are provided. It offers contact management with customer and company details on mailing lists and also shows outside usage. The whole product is database driven with self-updating software and is fully supportable remotely. This webcam system offers the opportunity to have security recordings backed up off-location and also allows owners to access their administration interface whilst they are away, thus ensuring close checks on their premises, cameras and security; this was a substantial selling point for Golden Cross.

Once installed, StableView.tv gives its customers priority listings in its livery and equestrian centre directory, the added extra of website design to suit each equestrian centre's individual tastes and needs, and the opportunity to tailor this highly scalable and highly configurable system.

Ian has informed his customers about this exciting new feature through his own press releases, by email and personally. His customers are more than willing to pay a little more each month for this extra facility. The resident and visiting horses feel safe and secure in their surroundings and owners are re-assured of this with their ability to dial in and access their very own webcam!

For more information about Ian Bareham and Golden Cross Equestrian Centre – please visit www.goldencrossec.co.uk.

For more information about the StableView system – please visit www.stableview.tv.

